Record Nr. UNINA9910146414703321 Autore Jacka J. Mike Titolo Business process mapping [[electronic resource]]: improving customer satisfaction / / J. Mike Jacka, Paulette J. Keller Hoboken, NJ,: Wiley, c2009 Pubbl/distr/stampa **ISBN** 0-470-49605-3 1-119-19839-9 1-282-12178-2 9786612121784 0-470-49603-7 Edizione [2nd ed.] Descrizione fisica 1 online resource (338 p.) Altri autori (Persone) KellerPaulette J Disciplina 658.401 658.8/12 658.812 Soggetti Consumer satisfaction Customer relations Reengineering (Management) Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes index. Business Process Mapping: Improving Customer Satisfaction, Second Nota di contenuto Edition: Contents: Preface: Introduction: Pinocchio and the World of Business; Chapter 1: What Is This Thing Called Process Mapping?; Chapter 2: Process Identification; Chapter 3: Information Gathering; Chapter 4: Interviewing and Map Generation; Chapter 5: Map Generation: An Example; Chapter 6: Analysis; Chapter 7: Map Analysis: An Example; Chapter 8: Pitfalls and Traps; Chapter 9: Customer Mapping; Chapter 10: RACI Matrices; Chapter 11: Enterprise Risk Management and Process Mapping; Chapter 12: Where Do We Go from Here? Index Praise For Business Process Mapping: Improving Customer Satisfaction, Sommario/riassunto

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