

# Master Process Workshop

## End to End Customer Journey and Delivery Mapping



### Understand today to create a stronger tomorrow

A day reviewing how your business really works

#### Map your end-to-end customer journey

Take time out with your colleagues to take a fresh look at the way you do business. Our Master Process Workshops will get you thinking about every aspect of your day-to-day operation, the way you work together, those you depend on and how you care for your customers.

Work together to celebrate success, identify potential points of failure and find opportunities to create new ways of working.

#### A health check at the heart of your business

- Map your customer journey from end-to-end
- Understand dependencies, points of failure, inefficiencies and opportunities
- Discuss the issues causing you the most pain
- Collaborate to create business solutions
- Discover ways to optimise your operational approach

#### Actionable outcomes to enable transformation

- Quick wins for immediate impact and strengthened peer relationships
- A focus on what needs to be done, by when, by who
- Led by an ethos of great customer service outcomes
- Proportionate to you, your business, your budget
- Placing your people at the heart of the solution
- Effective processes, the best use of your systems

#### You might consider a Master Process Workshop if you have

- A feeling that things could be better
- A rise in complaints or costs
- Problems meeting demand or rapid growth
- Systems that feel clunky or unfit for purpose
- Missed objectives or unhappy people
- Cash flow challenges

contact us

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With you, with your customers

# Interdigitate

~ Normal price £1,500 + VAT. Offer price £750 + VAT. You must have an active Chamber Membership (proof required). Excludes facilities hire, lunch and refreshments which can be arranged if required.

# Our approach in more detail

## Master Process Mapping – Typical Day

Workstream	Detail	Outcomes
Welcome and Introduction	<ul style="list-style-type: none"><li>• Introduction to the day.</li><li>• Refresh on objectives and outcomes.</li><li>• Context.</li></ul>	<ul style="list-style-type: none"><li>• An understanding of participatory requirements.</li><li>• Participants buy-in.</li></ul>
We do it well, so why are we here today?	<ul style="list-style-type: none"><li>• Warm up exercise, celebrating the successes of your business.</li><li>• Light touch (at this stage) chat around areas that need focus.</li></ul>	<ul style="list-style-type: none"><li>• Group are thinking about the business and interacting positively.</li></ul>
OT not SWOT – External Opportunities and Threats	<ul style="list-style-type: none"><li>• A look at the world outside.</li><li>• Discussing the wider market approach and best practice in your sector – what is your opportunity?</li></ul>	<ul style="list-style-type: none"><li>• Visualising success.</li><li>• Connecting to the drivers for change.</li><li>• Post workshop e-copy of OT.</li></ul>
Master Process Mapping	<ul style="list-style-type: none"><li>• End-to-end mapping of your customer processes capturing operational approach, ways of working, dependencies, inefficiencies and single points at risk of failure.</li><li>• Visualise how you work, who you depend on and the reality of your customer experience.</li><li>• Identify where improvements can be made and see your service through the eyes of your customer.</li><li>• Work with peers to create a common understanding of how it should be.</li><li>• Identify quick wins – easy changes for an immediate service uplift.</li><li>• A single view of now, an eye to the future.</li></ul>	<ul style="list-style-type: none"><li>• Swimlane mapping exercise (your customer journey).</li><li>• Understand co-relationships and dependencies.</li><li>• Opportunities, conflicts and pain-points on a page.</li><li>• Discuss and understand the customer experience.</li><li>• Confirm the non-negotiables.</li><li>• Start to agree how you would like the future to be.</li><li>• Post workshop e-copy of the Master Process Map and its annotations created.</li><li>• Post workshop actionable quick wins document.</li></ul>
Action Planning	<ul style="list-style-type: none"><li>• Bring the day together by creating a high-level view of the future, through the eyes of the customer and create a business response.</li><li>• Agree solutions or next steps focussing on issues discovered as part of the mapping exercise.</li></ul>	<ul style="list-style-type: none"><li>• Initial, customer-led specification document – a start-point for your future process.</li><li>• Actions assigned to owners if required.</li></ul>

This is an illustration of our approach and may not be suitable for all organisations. We will agree a methodology with you that is appropriate to your needs and scale.

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