



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



## Department of Management Studies

### 23BBT604 | MANAGEMENT INFORMATION SYSTEMS

#### UNIT 2 – INFORMATION SYSTEMS AND BUSINESS STRATEGY

## Topic : Business Process Reengineering



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# RECAP

- Defining Competitive Advantage**
- The Role of Information Systems**
- Leveraging IT for Competitive Edge**
- Data-Driven Decision Making**
- Enhancing Customer Experience**
- Streamlining Operations with IS**
- Building a Sustainable Competitive Advantage**





# GUESS THE TOPIC!!!

## Business Process

## Reengineering:

Business Process Reengineering (BPR) is a transformative approach that helps organizations rethink and redesign their core processes to achieve dramatic improvements in performance, efficiency, and customer satisfaction.





# Understanding Business Process Reengineering (BPR)

## Clean Slate

### Approach

BPR challenges organizations to forget their existing processes and start from scratch, identifying the ideal way to accomplish their goals.

## Cross-Functional Collaboration

BPR requires input and cooperation from various departments to ensure a holistic, end-to-end process transformation.

## Technological

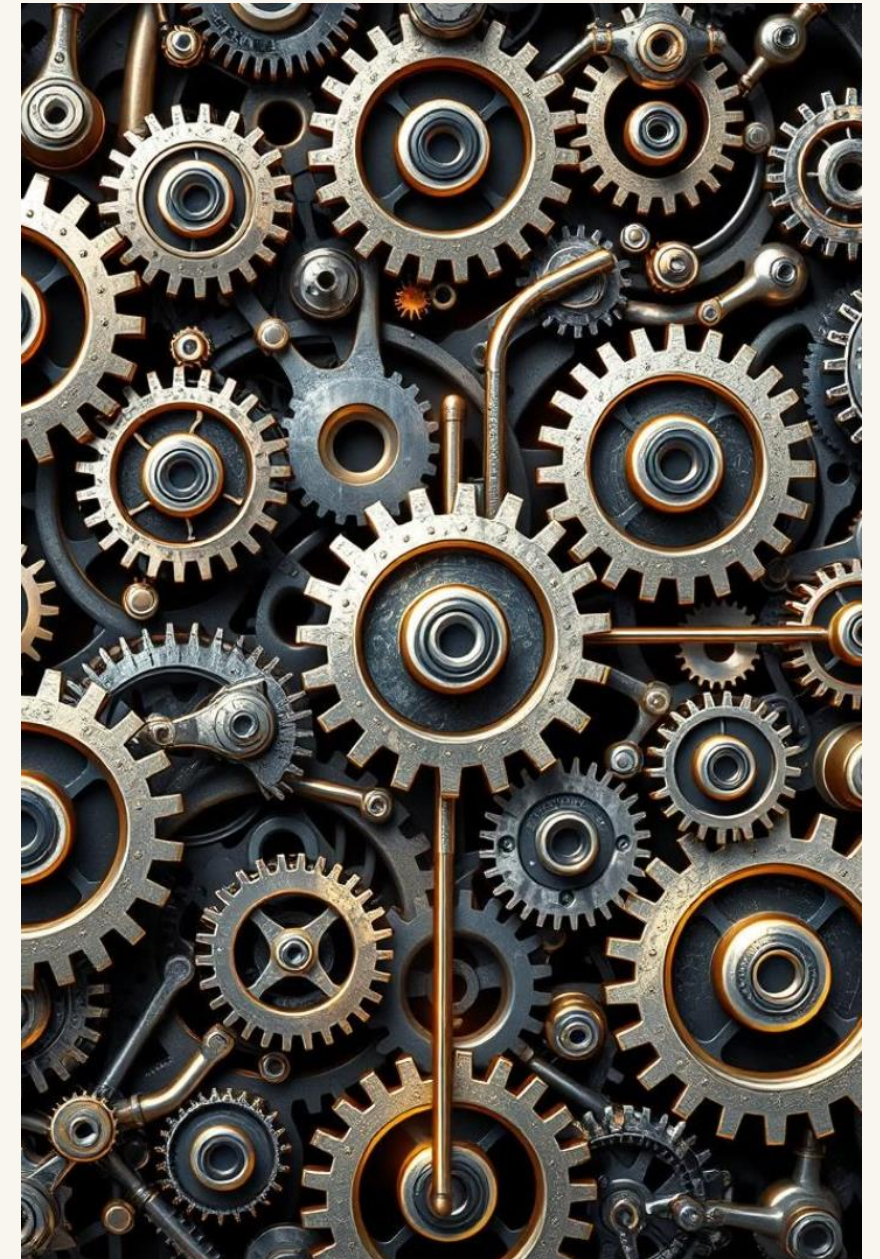
### Enablement

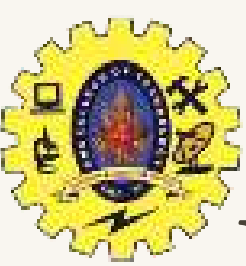
BPR leverages the latest technologies to streamline and automate processes, driving increased productivity and cost savings.

## Customer-Centric

### Focus

BPR places the customer at the heart of the process redesign, ensuring that the new processes deliver exceptional value.





# Identifying Opportunities for Improvement

## 1 Process Mapping

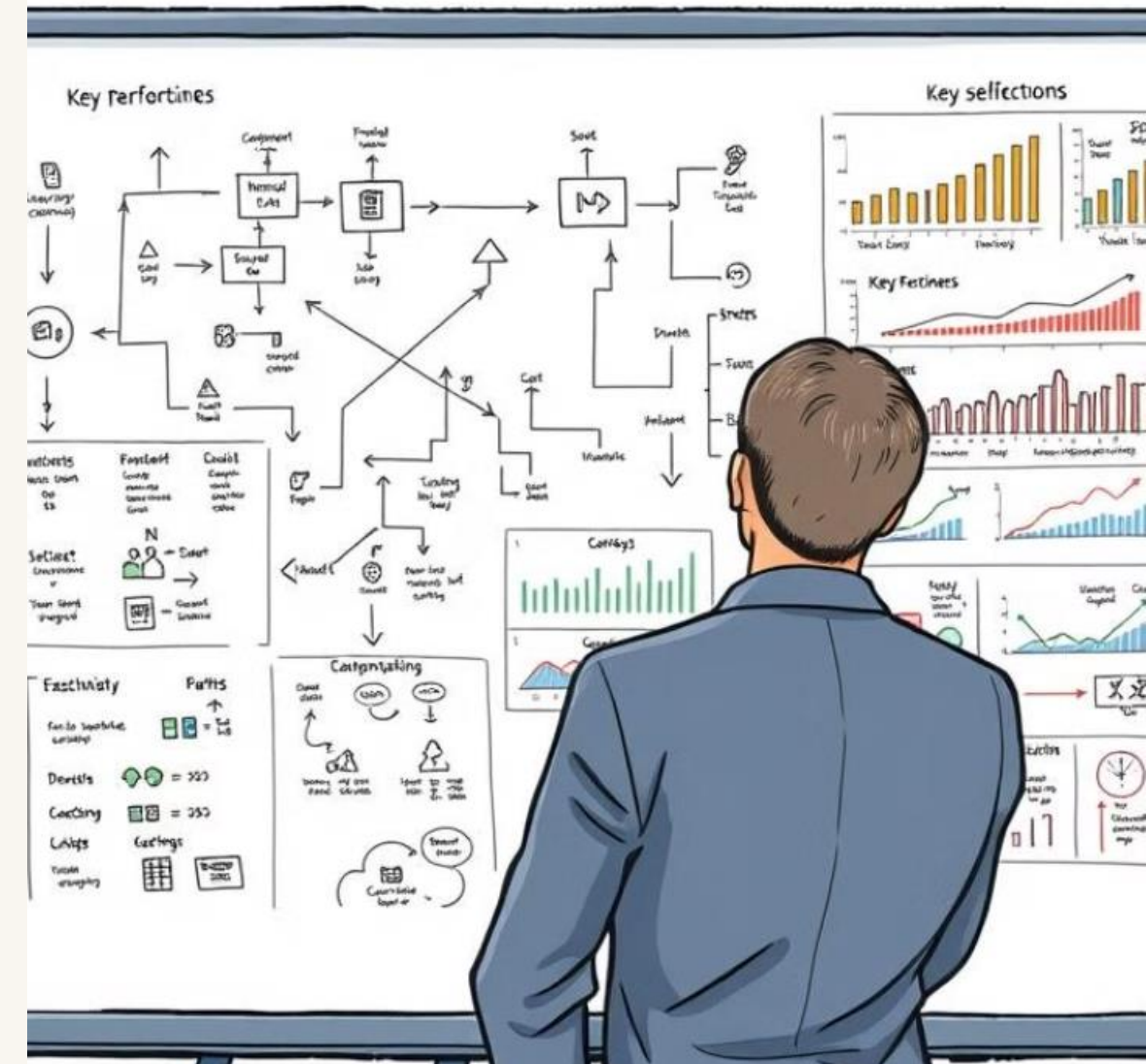
Visualize and understand the current state of processes, identifying bottlenecks, redundancies, and areas for streamlining.

## 2 Data Analysis

Gather and analyze relevant data to uncover performance gaps, customer pain points, and opportunities for improvement.

## 3 Stakeholder Engagement

Collaborate with employees, customers, and other stakeholders to gain insights and gather feedback on the existing processes.







# Redesigning Processes for Maximum Efficiency

## Eliminate Waste

Identify and remove non-value-added activities, redundancies, and bottlenecks to streamline the process flow.

## Leverage

### Technology

Integrate automation, digitization, and advanced tools to enhance process speed, accuracy, and scalability.

## Empower

### Employees

Involve employees in the redesign process and provide them with the necessary training and resources to support the changes.



# Overcoming Resistance to Change

## 1 Communicate Effectively

Clearly articulate the benefits of the BPR initiative and address any concerns or misconceptions employees may have.

## 2 Foster a Culture of Innovation

Encourage a growth mindset and empower employees to contribute ideas and solutions to the transformation process.

## 3 Provide Continuous Support

Offer training, coaching, and resources to help employees adapt to the new processes and overcome any resistance.

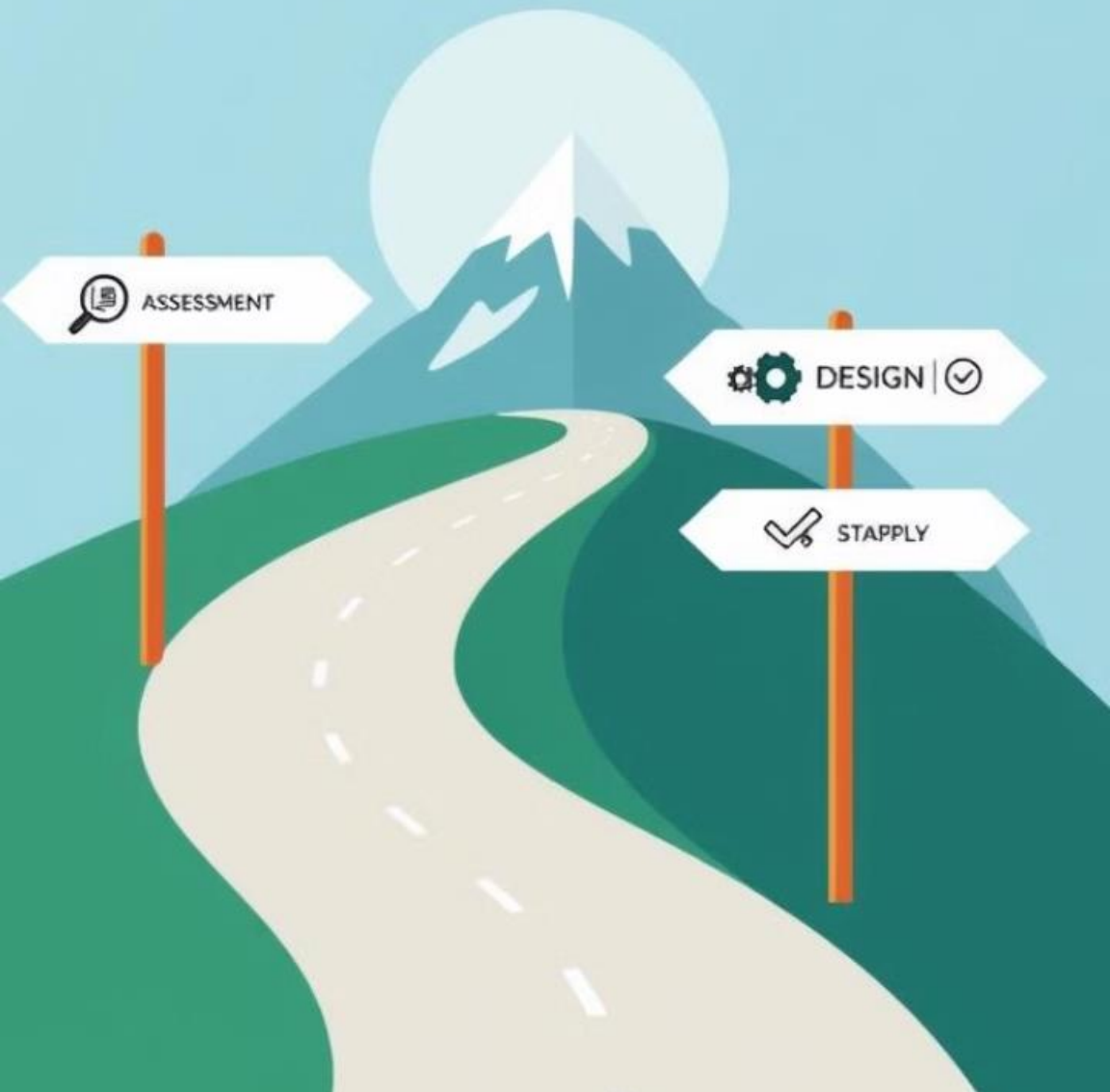
## 4 Celebrate Small Wins

Recognize and reward incremental progress, building momentum and buy-in for the BPR journey.





# Implementing BPR: A Step-by-Step Approach



## 1 Analyze

Thoroughly examine the current processes, identify areas for improvement, and gather stakeholder input.

## 2 Design

Develop the reimagined processes, incorporating best practices, technology, and employee feedback.

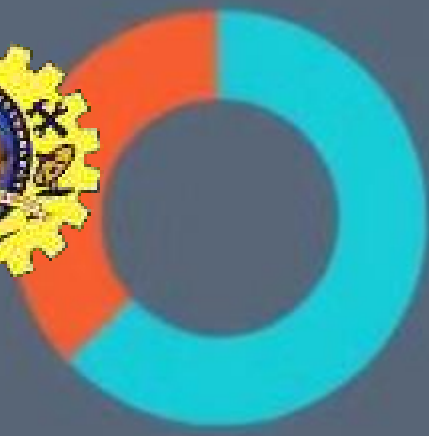
## 3 Implement

Gradually roll out the new processes, providing training and support to ensure a smooth transition.

## 4 Monitor

Continuously measure and track the performance of the redesigned processes, making adjustments as needed.





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Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork

# Measuring and Tracking BPR

## Success

Key Performance Indicator	Baseline	Target	Actual
Process Cycle Time	10 days	5 days	7 days
Customer Satisfaction	80%	90%	85%
Cost Savings	\$50,000	\$100,000	\$75,000



# Sustaining the BPR Momentum



## Continuous

### Improvement

Regularly review and refine the redesigned processes, adapting to changing business needs and customer expectations.



## Employee

### Engagement

Empower and incentivize employees to contribute ideas and participate actively in the ongoing process optimization.



## Leadership

### Support

Maintain strong executive sponsorship and commitment to ensure the long-term success of the BPR program.

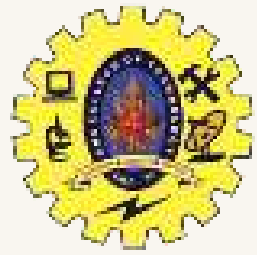


## Change

### Management

Implement robust change management strategies to address any resistance and maintain a culture of transformation.



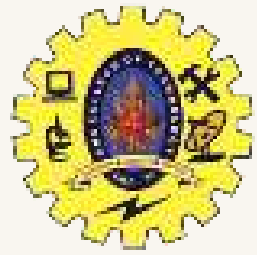


# SUMMARISE

- **Fundamental Redesign:** BPR involves radically rethinking and redesigning core business processes to achieve significant improvements in performance, such as cost reduction, efficiency, and customer service.
- **Process Focus:** Instead of small, incremental changes, BPR focuses on analyzing workflows and eliminating inefficiencies by restructuring the entire process from the ground up.
- **Technology Integration:** BPR often leverages information technology to automate processes, streamline communication, and enhance data flow, leading to more agile and competitive organizations.



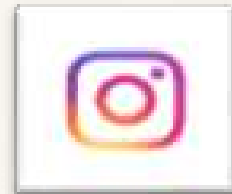




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