Business process re-engineering: implementation and outcome

Business, Strategic Management

Business Process Re-engineering: Implementation and Outcome Business process re-engineering is an improvement of the current systems in place in an organization to better service the needs of the company, and more importantly the customer. Robson and Philip term it as a powerful tool to have in a world that is as ever changing as our own. The customer is at the front and heart of any business and therefore their needs have to be looked into in order to better satisfy them and thus promote any business (Robson and Philip 1). My company deals with conducting market research for its customers. We recently reorganizes our whole system of coming up with questionnaires due to the fact there were too many questions per questionnaire and the right kind of information was not coming through. The questions on the questionnaire were reduced by half by merging different questions in order to lessen the time it took to complete the questionnaire and at the same time get the same if not more information. This drastic change in the handling of these questionnaires came about as a result of complaints by customers that the research ventures were taking longer than intended and that they were not bringing out the full purpose of the research. There has been an addition of quality to our services and thus customer satisfaction. In the implementation of this strategy many employees were skeptical whether by shortening the questionnaires they would be retrenched but this redirected focus to other areas of the business. Our whole system of conducting research has changed and there is more orderliness and organization. There is also a greater feel of satisfaction as customers are no longer complaining. Works Cited Robson Mike, and Philip

Ullah. A Practical Guide to business process re-engineering. Hampshire:

Gower publishing. 1996. Print.