

# The internal business process perspective slp

Business



Trident Stephen T. Baker BUS499 BSBA Integrative Project The Internal Business Process Perspective Dr. Darlene Pomponio Introduction: The internal business process perspective entails management identifying critical processes in achieving customers and shareholders objectives. The aim of the Internal Business Process Perspective is to improve the quality of service delivery, enhance innovation, lower costs of operations, increase returns on investment/yields, optimize output, and enhance research and development among others.

(A) Quality Standards: In the modern highly competitive market environment, survival of any organization depends highly on how better an organization delivers quality service or products to its clients. In a bid to move towards attaining its vision of being the leading world class financial institution, Octawise Inc. has put in place quality standards that ought to guide its internal operations. This in turn leads to lower complaints and dissonances by the customers, increased satisfaction, growth of the company in the long run and increased return on investment. As spelt out in its strategy, its attainment of market leadership position within business areas, and focus on excellence is enhanced by its efforts to put in place quality standards and measures.

(B) Internal Communication Lines: Internal communication structures and processes are of critical importance in the success of any organization. Open communication lines enhance faster permeation of communication, ideas and opinions. Open communication structures also result in little distortion and misinterpretation of communication. Any organization that takes customers to be the center for its success ensures that communication lines and structures support quicker permeation of information through open

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communication structures, which also support innovation within an organization. Octawise Inc. encourages open communication throughout the company. This portrays Octawise Inc. as receptive to customers' ideas and easy to work with Organization. Organizations with complex and closed communication lines are perceived by customers as bureaucratic and less receptive to ideas and to a greater extent hinder innovation due to likely blockage of ideas.

(C) Employment and Recruitment Processes: It means little to have excellent communication lines and standards and yet have a leaking employment and recruitment process and structures which results in having wrong people in the organization. Whitwood (2011) identifies the significance of indirect processes (recruitment and placement processes) in supporting direct operations performance. Octawise Inc. has all its stages of employment professionally managed, this in turn translates to having the right personnel in the right departments, hence contributing to optimal performance of direct operations and not acting as impediments to optimal efficiency of internal processes.

Objective

Measure

Target

Action

To be a competitive and secure choice for customers in offering financial information

Service repeat purchases

Customers' positive reviews

Customer loyalty and satisfaction

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Offer clients price, accurate and useful information

To be a world class financial institution

Customer retention and acquisition rate

Efficiency with which services are offered

Customer trust

Ensure excellence in service delivery and optimal performance of internal processes

Increased performance of supportive departments (Indirect Operations)

Optimal support of indirect processes to direct operations of the business

Minimal impediments to organizational direct operations performance.

Better service delivery to customers

Get right people to the organizational personnel stream.

Place right employees in right departments

According to Business Excellence (n. d), Internal business process perspective aims at enhancing superior financial returns for the shareholders and delivering excellent quality in service delivery/value proposition which seeks to acquire and keep customers in the markets targeted by an organization. The quality standards measures, Open communication lines and structures, and the professionally managed recruitment and employment structures put in place by Octawise Inc. are all geared towards the attainment of the above aims. Quality standards ensure excellence in service delivery, Open communication lines and structures enhance quicker permeation of information and ideas which promotes innovation and research and development within the organization. Finally, having right people in right departments supports optimal performance of direct operations. All the above measures and processes have positive

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contributions towards customer satisfactions and increased returns on investments for the shareholders.

No Modifications required on objectives set out Modules 1 & 2.

#### References

Business Excellence (n. d). The balanced scorecard. Retrieved from  
Whitwood. R, (2011). Balanced Scorecard - What would you include in the  
Internal Business Process Perspective? Retrieved from