

# Large Pharmaceutical Manufacturer

**“Processes are the means by which an organization produces its products and services. And the only things that customers really care about are these outputs. Our results...So if we’re going to be customer-focused, we have to be process-focused.”**

**- Price Pritchett,**

*Managing Sideways, [www.pritchett.net](http://www.pritchett.net)  
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## Allegient Services:

- Business Process Modeling
- Business Process Improvement

## About Allegient

Allegient is a professional consulting firm with competencies in Business Process Solutions, Enterprise Collaboration and Composite Applications. Combined with deep expertise in project management, Allegient delivers measurable business value to its clients as quickly as possible.



***Establishing a process-centric approach helped build the foundation to improve productivity, agility and customer satisfaction.***

## Customer

Fortune 200 healthcare organization that specializes in research and development, testing and manufacturing of healthcare products worldwide.

## Challenge

The call center within a large division of the Fortune 200 healthcare organization identified the need to improve the productivity and agility of their business operations in order to raise the level of customer satisfaction. This was based on two primary drivers:

- Increased compliance demands resulted in a greater focus on quality at the expense of efficiency and flexibility. The business recognized a need to become more agile, with a balance of efficiency, effectiveness and speed in meeting changing compliance requirements.
- A major technology platform change created the need to make business processes explicit and optimized.

The call center organization lacked visibility and consistent taxonomy for their key process areas and supporting sub-processes; therefore it was difficult to identify the areas that would bring the highest return on investment through improvement efforts.

## Solution

Allegient recommended a process-centric approach to most effectively impact customer satisfaction. Allegient partnered with representatives from major functions within the call center to form a cross-functional process improvement team.

- Allegient worked with the team to define a common way of describing what the business does through building process taxonomy for the high level process areas and supporting sub-processes.
- With common process taxonomy, Allegient led an initiative to prioritize the processes and sub-processes based on complexity, probability of improvement success and return on investment factors.

The prioritization initiative resulted in the selection of key processes for improvement and the launch of a full-scale business process improvement project for the highest priority process.

This initiative also resulted in organizational buy-in to pursue an on-going process-centric approach, thus creating the essential foundation to achieve significant customer satisfaction, productivity, and agility improvements.