



# Business Process Mapping Workbook: Improving Customer Satisfaction

*J. Mike Jacka, Paulette J. Keller*

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**A holistic approach to harnessing a company's processes to achieve true customer satisfaction**

Every move that a corporation makes is a mixture of input, action, and output—in short, a process. To keep customers, employees, and shareholders happy, corporate management must juggle conflicting priorities. These competing priorities result in conflicting processes. To help achieve true customer satisfaction, management needs tools that allow for a holistic approach to analyzing these processes. This book provides that tool. It shows corporations how to analyze and enhance their critical processes in order to deliver the highest level of service to their internal and external customers. Providing a clear understanding of what process mapping can do for a company as well as practical applications for each step in process mapping, this useful guide outlines a proven method for assuring better processes and building a more customer-focused company.

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