DESCRIPTION

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—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.

ABOUT THE AUTHOR

J. Mike Jacka, CPA, CIA, CFE, CPCU, has over twenty-five years' experience in Internal Audit. In his current role as Senior Audit Manager over Special Projects at Farmers Audit Insurance, he identifies and develops processes, programs, and procedures that help provide greater value to Internal Audit's customers. He has written numerous articles for professional publications and is a popular speaker on many subjects related to internal auditing.
Paulette J. Keller, CPA, CIA, MBA, has worked in the insurance industry for over twenty-five years. Most of that time has been in Internal Audit, but she has also worked with Claims, Quality Control, and Life Company Special Projects. Currently, she is the Director of Audit Data Analytics with Farmers Insurance where she has responsibility for coordinating the retrieval and analysis of company data to be used in all audit analysis, including the embedding of data analytics throughout the audit work. She is a sought-after speaker and instructor in such areas as operational auditing, value-added approaches, and data analytics.

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