**Arnav – Role, Responsibilities & Presentation Script for EverSure BPM Project**

**🔹 Role in the Project:**

**Primary Role:** BPMN Model Development (Traditional Process)  
**Secondary Role:** Coordinator for Redesign Section  
**Collaborative Role:** Contributor to Process Discovery and Final Report

**🔹 Responsibilities Breakdown:**

**📌 Process Discovery – Traditional BPMN Model**

* Partnered with Vibhu to create a **BPMN 2.0-compliant model** of EverSure’s traditional process.
* Focused on structuring **accurate sequence flows**, **decision gateways**, and **back-office activities**.
* Ensured adherence to **modeling standards and clarity for stakeholders**.

**📌 Redesign Proposal – Section Coordinator**

* Led the integration of redesign ideas from all team members into a cohesive strategy.
* Verified each redesign action addressed a registered issue and aligned with **Business Process Redesign (BPR) principles**.
* Connected proposed changes to measurable improvements (e.g., reduced error rates, cost savings).

**📌 Final Report Contributor**

* Supported the assembly and logical sequencing of the report.
* Ensured that the **process discovery, issues, and redesign sections were consistent and compelling**.

**🔹 Key Concepts Arnav Should Understand**

**💡 Business Process Concepts**

* **BPMN Notation:** Especially gateways, message flows, data objects
* **Process Discovery to Redesign Lifecycle**
* **BPR Principles:**
  + Integration
  + Resequencing
  + Case-based work
  + Technology Enablement
  + Empowerment
* **Cycle Time Efficiency (CTE):**
  + Key measure of productivity
  + Low CTE in traditional (~8.86%) indicates process delays and low value-delivery

**💡 Contextual Awareness**

* Traditional system is heavily manual, causing **bottlenecks and reduced reach**.
* The redesign aims to **merge traditional relationship-based strengths with digital automation**.
* Arnav's role is essential in ensuring redesign proposals are **strategically sound and practically impactful**.

**🎤 Arnav’s Full Presentation Script (First Person)**

**Slide 1 – Title Slide:** Hi everyone, I’m Arnav, and as part of our Business Process Management project, I focused on the traditional process modeling and led our redesign strategy.

**Slide 2 – Project Overview:** EverSure is navigating a big shift. With strong roots in traditional insurance sales and a new digital competitor onboard, the goal was to unify both approaches. This required us to analyze, model, and redesign their workflows from the ground up.

**Slide 3 – Traditional BPMN Model:** Vibhu and I collaborated on modeling the traditional workflow. What we found was a structured but **time-intensive** approach—sales reps manually identify leads, wait for customer reports, then coordinate meetings. Admins prepare offers and manage contracts using multiple disconnected systems. This leads to delays, inefficiencies, and missed opportunities.

**Slide 5 – Cycle Time Efficiency:** The CTE in the traditional process is below 9%. This means more than 90% of the process time is just waiting. Imagine how many potential customers drop off due to these delays.

**Slide 6 – Issue 1: Disconnected IT Systems:** I worked with the team to analyze system-level issues. One major problem is EverSure using **four different systems**—CNTR, OPER, INSU, and AUIN—without integration. This not only slows work down but also causes duplication, errors, and missed data sharing.

**Slide 7 – Issue 2: Long Wait Times:** Another big bottleneck is **delays in customer reporting and offer approvals**. These are not complex tasks but take too long because of manual steps and separate systems.

**Slide 9 – Redesign Proposal 1: Unified Information System:** As redesign coordinator, I proposed that all systems be merged into a single platform. This integration will reduce data errors, eliminate duplication, and cut IT costs by €20,000 annually. It’s also a necessary foundation for automation.

**Slide 10 – Redesign Proposal 2: Hybrid Lead Qualification:** We also redesigned how leads are handled. Instead of having traditional and digital leads handled separately, we propose a **smart scoring system**. It routes high-potential leads to sales reps and automates standard cases.

**Slide 12 – Redesign Proposal 4: Contract and Payment Integration:** Finally, we suggest combining contract management workflows into one flow, regardless of channel. This would let one back-office team handle all contracts efficiently and reduce error rates across the board.

**Slide 13 – Expected Benefits:** The benefits are significant: improved CTE from under 10% to at least 15%, faster contract handling, smarter lead conversion, and stronger customer relationships.

**Slide 14 – Conclusion:** Merging traditional and digital isn’t just about systems—it’s about **restructuring the way EverSure works**. Our team’s redesigns are designed to be practical, scalable, and impactful.

**Slide 15 – Q&A:** Thanks for listening. I’d be happy to answer any questions about the BPMN modeling or our redesign principles and choices.

✅ Let me know when you’re ready for the next teammate — **Archie** or someone else!