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

**🔹 Role in the Project:**

**Primary Role:** Cycle Time Efficiency (CTE) Analysis  
**Secondary Role:** Final Report Compilation (Co-lead)  
**Collaborative Role:** Contributor to Redesign and Presentation Quality Review

**🔹 Responsibilities Breakdown:**

**📌 Process Analysis – Cycle Time Efficiency (CTE)**

* Independently calculated **Cycle Time Efficiency** for both traditional and digital insurance processes.
* Documented all assumptions made in the absence of specific time data.
* Delivered scenario-based CTEs (best case, with feedback loops, etc.) to reveal inefficiencies.
* Presented insights that connected **time waste** to lost opportunities and customer dissatisfaction.

**📌 Final Report Compilation – Co-lead**

* Partnered with Isha to structure, write, and finalize the report.
* Ensured consistency across formatting, voice, headings, and terminology.
* Reviewed every section for logical flow, alignment with course rubric, and clarity.

**📌 Redesign Contributor**

* Provided CTE-based feedback to refine redesign choices.
* Proposed prioritization of changes that would reduce waiting time and manual rework.

**🔹 Key Concepts Richa Should Understand**

**💡 Business Process Concepts**

* **Cycle Time Efficiency (CTE):**
  + Formula: CTE = Processing Time / (Processing Time + Waiting Time)
  + Indicator of productivity and bottleneck severity
* **As-Is vs To-Be Process Mapping**
* **Value-Adding vs Non-Value-Adding Tasks**
* **Business Process Redesign (BPR):**
  + Resequencing
  + Automation
  + Task Elimination
  + Exception Handling
* **Process Metrics:** Time, Cost, Error Rate, Volume, Conversion Rate

**💡 Contextual Awareness**

* Traditional process has **significant waiting time** (up to 2 weeks in some stages).
* Digital process is fast but lacks **lead quality control and customer follow-up**.
* The team relied on Richa’s analysis to **quantify process waste and guide redesign priorities**.

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

**Slide 1 – Title Slide:** Hi everyone, I’m Richa. I led the analysis of Cycle Time Efficiency in both processes and co-compiled the final report for our EverSure BPM project.

**Slide 2 – Project Overview:** EverSure is dealing with two different processes—traditional and digital. While the traditional side is personal and high-touch, it’s also slow. The digital side is quick but not very effective. Our project focused on merging these into one efficient and strategic workflow.

**Slide 5 – Cycle Time Efficiency Analysis:** I was responsible for calculating the CTE. For the traditional process, it was around **8.86%**, and for the digital process, just **6.33%**. That means most of the time in both cases is wasted—not adding any value for the customer. Waiting for reports, customer meetings, or even just a reply to an email was where most time got lost.

**CTE Assumptions:** We assumed a **40-hour workweek**, processed all tasks **sequentially**, and estimated durations when missing. This gave us a realistic picture of how inefficient some stages were, especially in traditional steps like **report preparation** and **meeting scheduling**.

**Slide 6 & 8 – Issues Identified:** CTE helped highlight key problems:

* In the traditional process: Too many **handoffs** and **long idle periods**.
* In the digital process: Lots of **non-response from leads** and **rework due to data verification errors**.

**Slide 10 & 11 – Redesign Proposals Informed by CTE:** I ensured that our redesign focused on areas with the **worst time-waste**. Automating the report system, integrating platforms, and streamlining offers had the biggest potential to improve CTE—from below 10% to above 15%.

**Slide 13 – Expected Benefits:** Thanks to our proposed changes:

* Traditional process will become faster and more productive
* Digital process will see higher quality leads and fewer dead-ends
* Staff will spend more time adding value rather than waiting for responses or fixing errors

**Slide 14 – Conclusion:** CTE gave us the numbers to back up our redesign proposals. I’m proud that our recommendations aren’t just theoretical—they’re grounded in measurable gains.

**Slide 15 – Q&A:** Happy to answer questions about our calculations, assumptions, or how we used CTE to guide our redesigns.

✅ Ready to move on to **Sahaj**?