

Process Flow – AS-IS & TO-BE

BA Case Study: Transparent Construction & Home Services Platform (Conceptual)

AS-IS Process Flow (Current State)

Objective

To understand the existing service booking and delivery process and identify inefficiencies, manual dependencies, and failure points.

AS-IS Process Steps

1. Customer Identifies Service Need

The customer requires a home service (e.g., plumbing, electrical repair).

2. Service Provider Search (Manual)

Customer searches for local service providers through word-of-mouth, phone calls, or online listings.

3. Manual Booking & Coordination

Customer contacts the service provider directly to check availability, pricing, and service scope.

4. Unconfirmed Availability

Service provider verbally confirms availability without real-time scheduling visibility.

5. Service Execution

Service provider visits the customer location and delivers the service.

6. Payment & Closure (Informal)

Payment is handled offline, and there is no structured service completion confirmation.

7. No Feedback or Tracking

Customer feedback, service quality, and partner performance are not formally recorded.

AS-IS Pain Points Identified

- High dependency on manual communication
- No visibility into service availability or partner reliability
- High cancellation or no-show rates
- No standardized pricing or service tracking
- Lack of performance data for business decision-making

TO-BE Process Flow (Future State)

TO-BE Process Steps

1. Customer Initiates Booking via Platform

Customer selects the required service category through a centralized platform.

2. Service Details & Slot Selection

Customer provides service details and selects a preferred time slot based on real-time availability.

3. Automated Partner Assignment

The system automatically assigns a suitable service partner based on availability, location, and rating.

4. Booking Confirmation

Customer and service partner receive booking confirmation notifications.

5. Service Execution & Status Updates

Service partner performs the service and updates job status through the platform.

6. Service Completion Confirmation

Customer confirms service completion via the platform.

7. Feedback & Rating Collection

Customer provides feedback and rates the service partner.

8. Data Capture & Reporting

Booking data, service outcomes, and ratings are stored for analytics and performance monitoring.

TO-BE Improvements Achieved

- Reduced manual coordination through automation
- Improved booking reliability and partner accountability
- Real-time visibility into service status
- Structured feedback loop for quality improvement
- Availability of operational and performance data