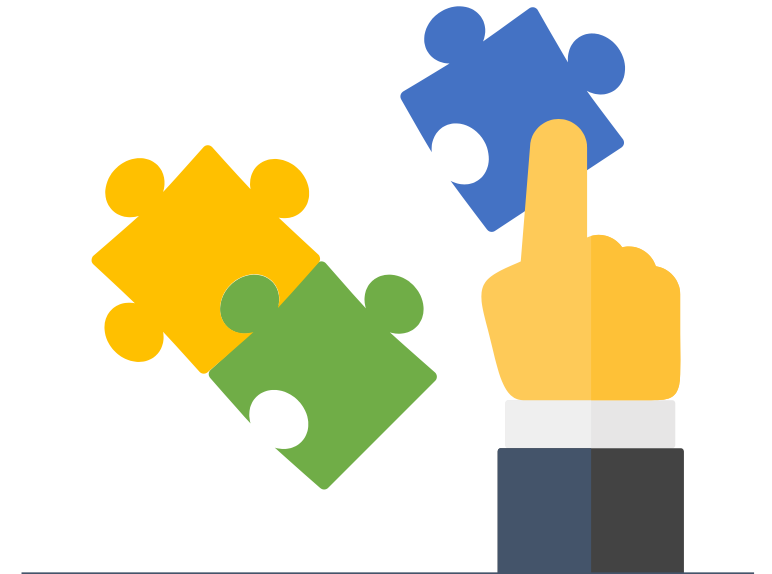# Integrating Social Media and Business Process Improvement:
Value Propositions and opportunities for Corporates

By Ameera Durga, 2014

Presented by Baptiste POISSON & Anas BAKALI

Context

Gartner Research

Improving Business Processes

Published: 01 May 2009

Summary

Improving business processes is the top CIO business priority. Successful CIOs work with business leaders to identify process improvement opportunities, build competencies for managing change and demonstrate IT's ability to improve business outcomes.
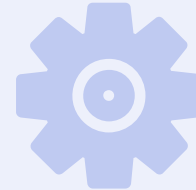
SUMMARY

01

Introduction

BPM, BPI & Social Media

02

Literature Review
Review of link between Social Media and BPI

03

Framework & methodology
Ameera Durga works

**04**

Result
Result of the study

Business Process Management

"BPM as a solution for a business using software systems or technology to automate and manage processes"

"BPM as a broader approach to managing and improving processes that focus on the process lifecycle"

"BPM as an approach to managing an organisation by taking a process-view"

Business Process Improvment
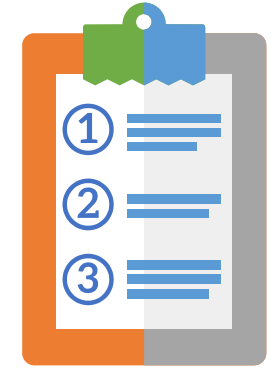
Definition

✓ Process improvement focuses on improving one or more characteristics of a process such as cycle time, quality and cost. (Pyzdek, 2003)

Key Issues

✓ How to understand the root cause of customer dissatisfaction ?

✓ How to make business processes more efficient, efective and flexible ?

➡ Knowledge management

Social Media

Group of Internet based applications that allow the creation and exchange of user-generated content. (Kaplan & Haenlein, 2010)

Any media, generally online, that facialiates social networking – the interaction and sharing of content and user experiences. (The Tax Institute)

SUMMARY

01
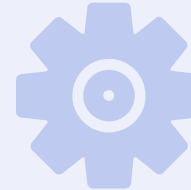
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Result
Result of the study

Link between
BPI and social media

Exploitation of weak ties and implicit knowledge

Transparency

Decision distribution

Knowledge sharing

Participation

Activity distribution

Social feedback

Link between
BPI and social media

Exploitation of weak ties and implicit knowledge

Transparency

Participation

Activity distribution

01 Improve activity by exploiting informal knowledge and relationships

02 Process more visible to stakeholders

03 Raise the awarness or the acceptance of the process outcome.

04 Assign an activity to bigger stakeholders or to appropriate contributors

Link between BPI and social media

Decision distribution

Social feedback

Knowledge sharing

05 Elict opinions that contribute to taking a decision

07 Acquire feedback from bigger stakeholders for process improvment

08 Disseminate knowledge to improve task execution

SUMMARY

01

Introduction

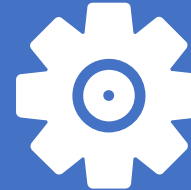BPM, BPI & Social Media

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Result

Result of the study

Framework

Framework

Business Process Management

Model → Analysis → Design → Implement → Improvement
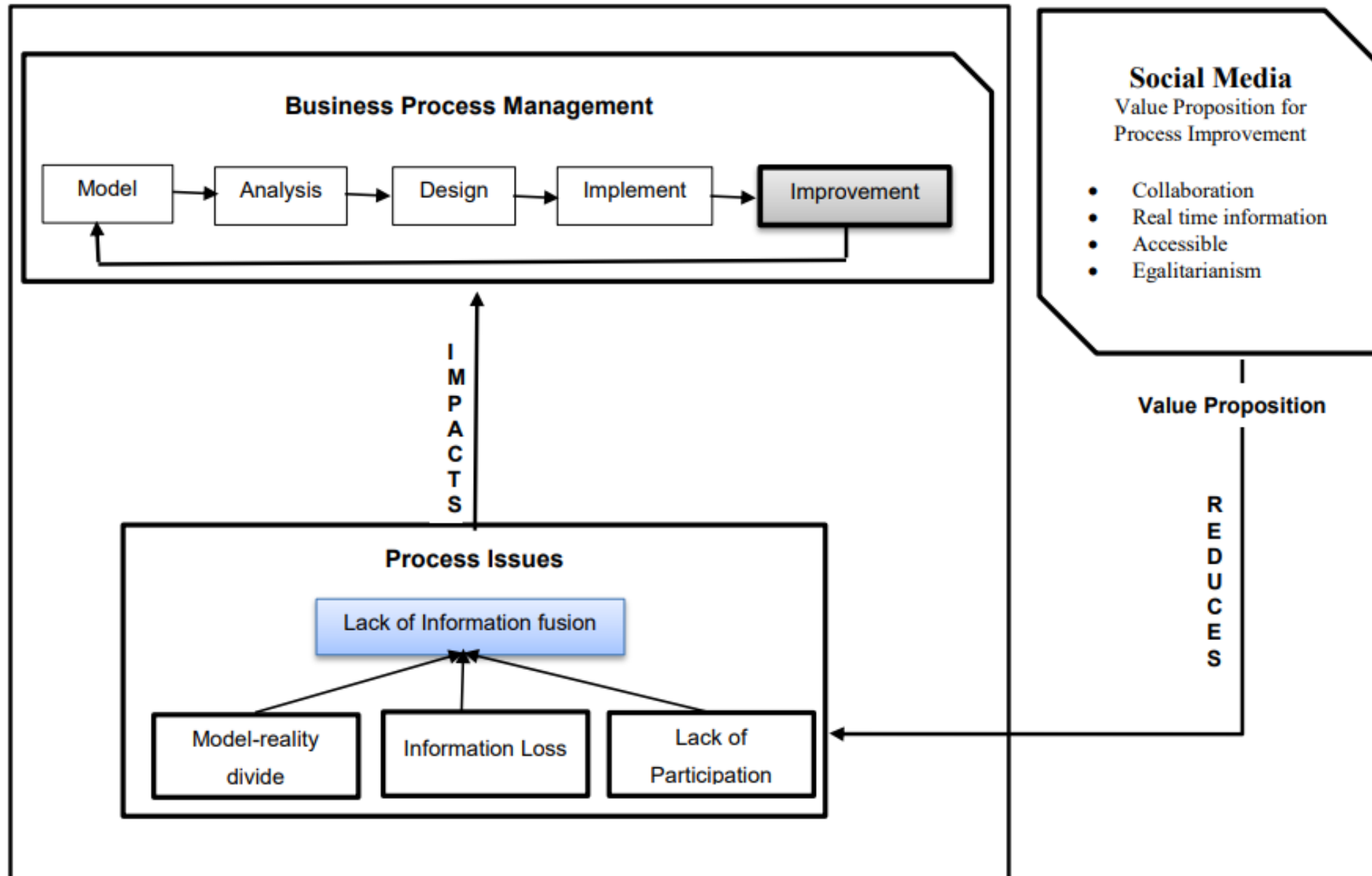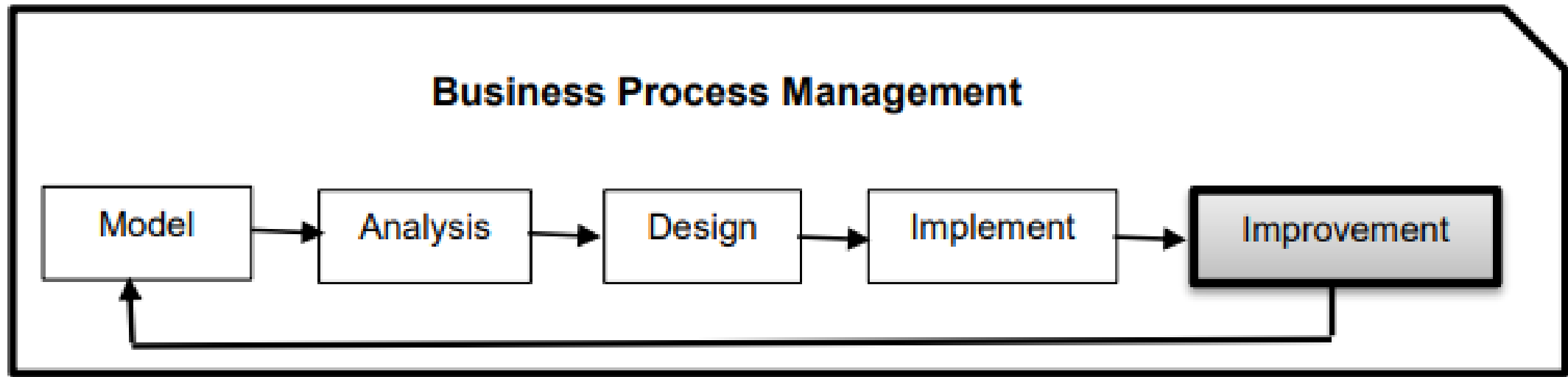
Framework

Process Issues

Lack of Information fusion

Model-reality divide

Information Loss

Lack of Participation

Framework

Social Media
Value Proposition for
Process Improvement

- Collaboration
- Real time information
- Accessible
- Egalitarianism

Collaboration
- Allows users to connect with people they might not otherwise meet
- Contribute to an increased level of productivity among the group

Real-time information
- Augmented continuously
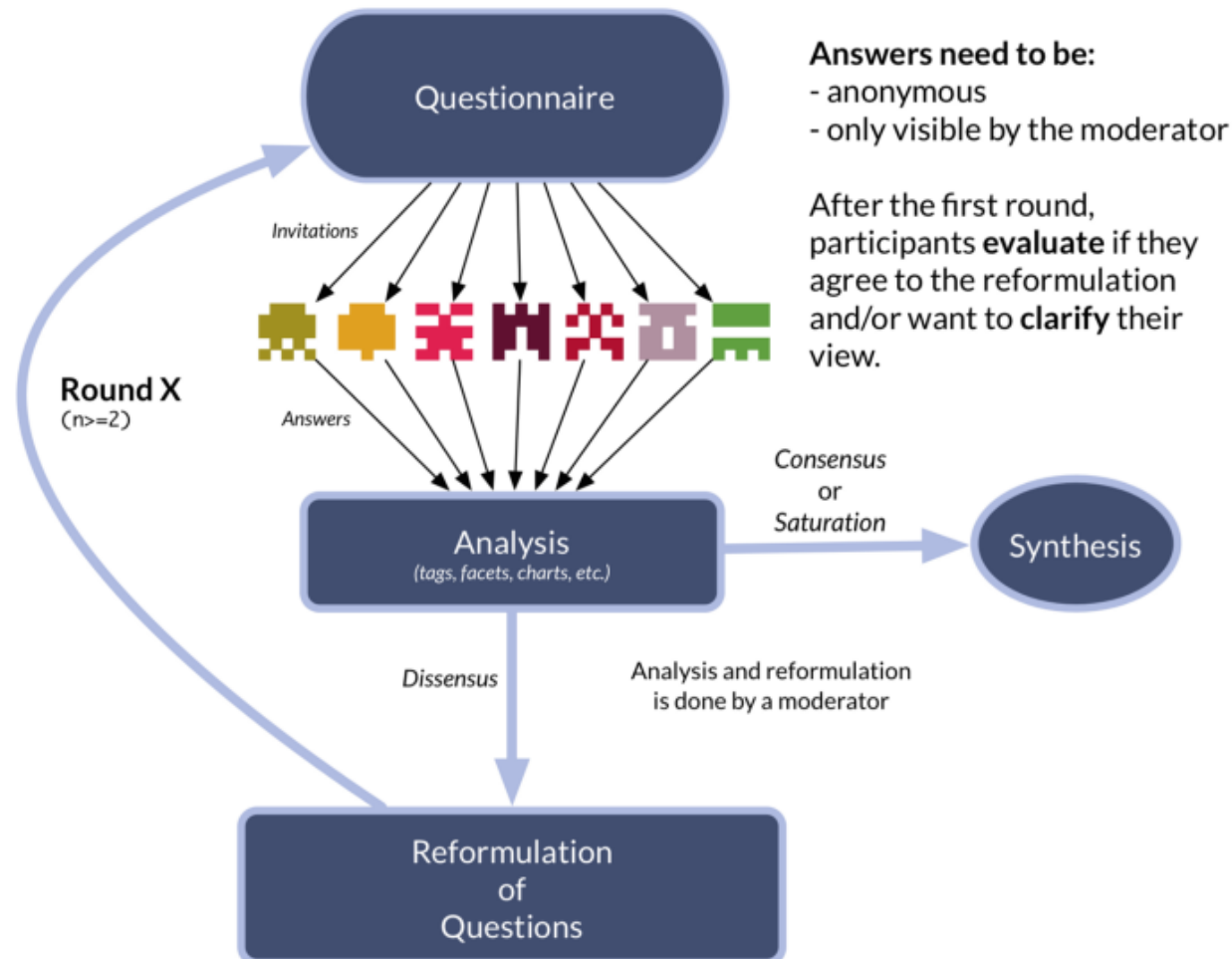- Immediately visible

Accessible
- Provides an accessible format for communicating in real time

Egalitarianism :
- Abolishing hierarchical structures
- Merging the roles of contributors and consumers
- Introducing a culture of trust
- Getting the best solution by fusing a high number of contribution

Methodology to test the framework

Delphi method

Methodology to test the framework

Question

Social Media	Business Process Improvment
What are the advantages of using social media to facilitate collaboration with customers/stakeholders (list between 4-5 advantages) ?	List 4-5 factors that contribute to the lack of stakeholder's involvement throughout the process improvement life-cycle ?
List 4-5 the key features/attributes of social media that may increase information sharing ?	List 4-5 ways in which stakeholder needs/requirements are captured during the process improvement life-cycle ?
What factors would influence the adoption of social media in business process improvement (list between 4-5 factors) ?	List 4-5 factors on how stakeholders can maintain requirements for continuous process improvement (i.e. a mechanism that allows stakeholders to keep adding or amending their requirements) ?
	List 3-4 problems that are experienced post business process deployment ?
	List 3-4 reasons why less time is spent on process analysis and design in comparison to implementation ?

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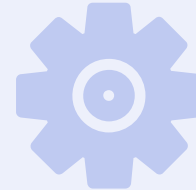
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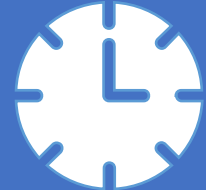
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Result

Result of the study

Business Process Improvment

Lack of Stakeholder Involvement

Rank	Factors
1	Lack of communication
1	Stakeholders incorrectly identified
2	Lack of understanding
3	Restrictive change process
3	Requirements pass-on threshold
4	Insufficient communication
5	Insufficient leadership or support
6	Inability of departments to understand flow on effects

Process Requirements Capture Approaches

Rank	Factors
1	Workshops
1	Process Maps
2	Process documentation interviews
3	Observation (real-time)
4	Issue Logs
5	Online Surveys

Business Process Improvment

Post Process Deployment Issues

Rank	Factors
1	Lack of communication
2	Insufficient training
3	Lack of meeting customer requirements and experience
4	Model-reality divide
5	Roles not revised
6	Staff support

Reasons for less time spent on process analysis and design

Rank	Factors
1	Assumed future state understanding
1	Technology centric
2	Aggressive time-lines
3	Lack of budget
4	Operational focus
5	Inability of departments to understand flow on effects

Business Process Improvment

Collaboration Tools

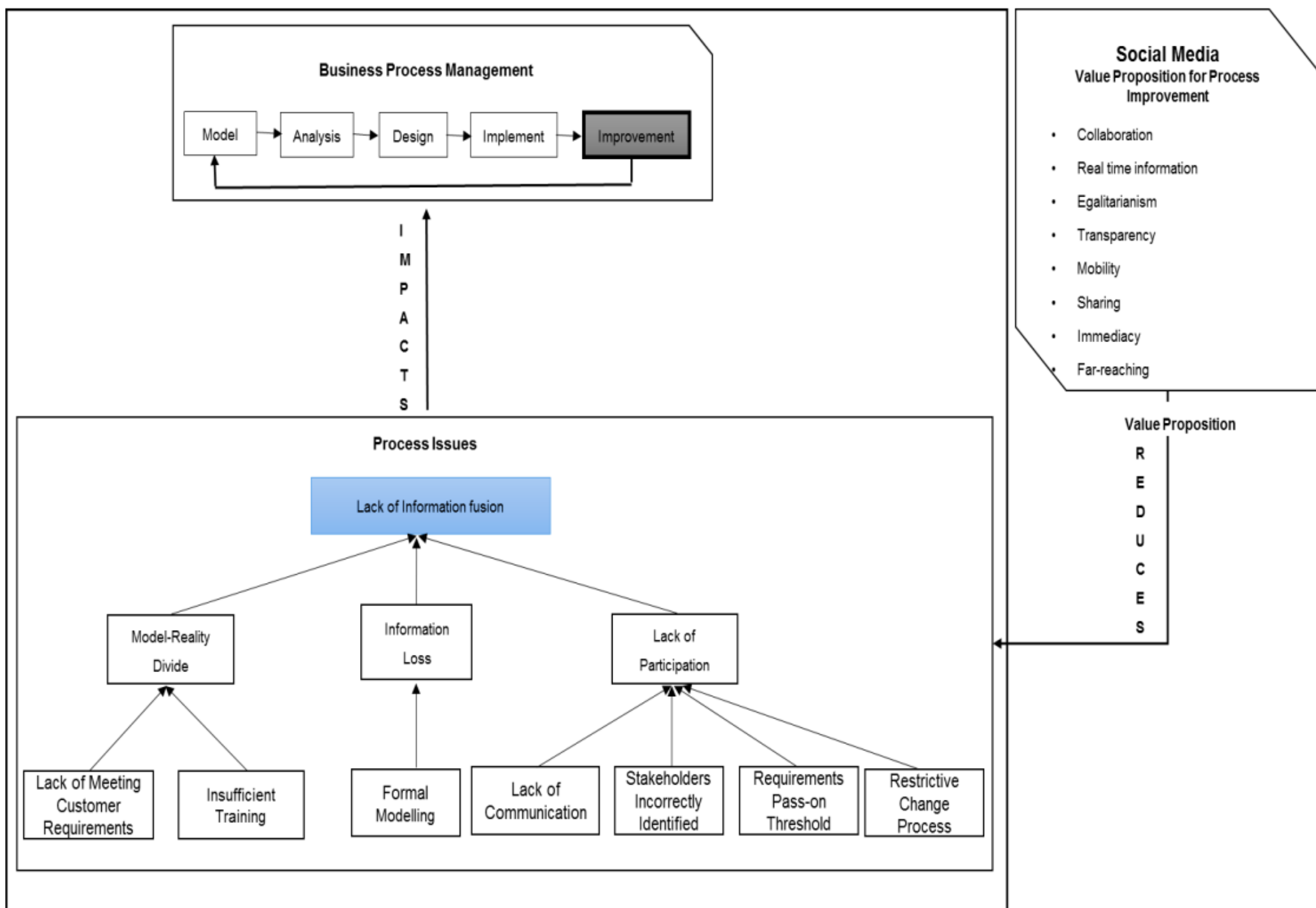| Rank	Factors
1	Workflow tools
2	Centralised documentation repository
3	Collaboration tools (Blogs, Twitter, Google Blogger Facebook)
4	Customer satisfaction surveys
5	Research

Social Media

Advantages of Social Media

Rank	Factors
1	Communication channel
2	Real time information
3	Egalitarianism
4	Transparency
5	Accessibility
6	User created content
7	Knowledge exchange and storage

Advantages of Social Media

Rank	Factors
1	Mobility
1	Sharing
2	Far-reaching
2	Immediacy
3	Increased Participation

Factors that influence the adoption of SM in BPI

Rank	Factors
1	Increased participation (wider stakeholder group involved)
2	Sharing
2	Information pass-on
3	Increased innovation
4	Confidentiality and information protection

Business Process Management

Model → Analysis → Design → Implement → Improvement

IMPACTS

Process Issues

Lack of Information fusion

- Model-Reality Divide
  - Lack of Meeting Customer Requirements
  - Insufficient Training
- Information Loss
  - Formal Modelling
  - Lack of Communication
- Lack of Participation
  - Stakeholders Incorrectly Identified
  - Requirements Pass-on Threshold
  - Restrictive Change Process

Social Media
Value Proposition for Process Improvement

- Collaboration
- Real time information
- Egalitarianism
- Transparency
- Mobility
- Sharing
- Immediacy
- Far-reaching

Value Proposition

REDUCES

CONCLUSION

THANKS YOU

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