



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



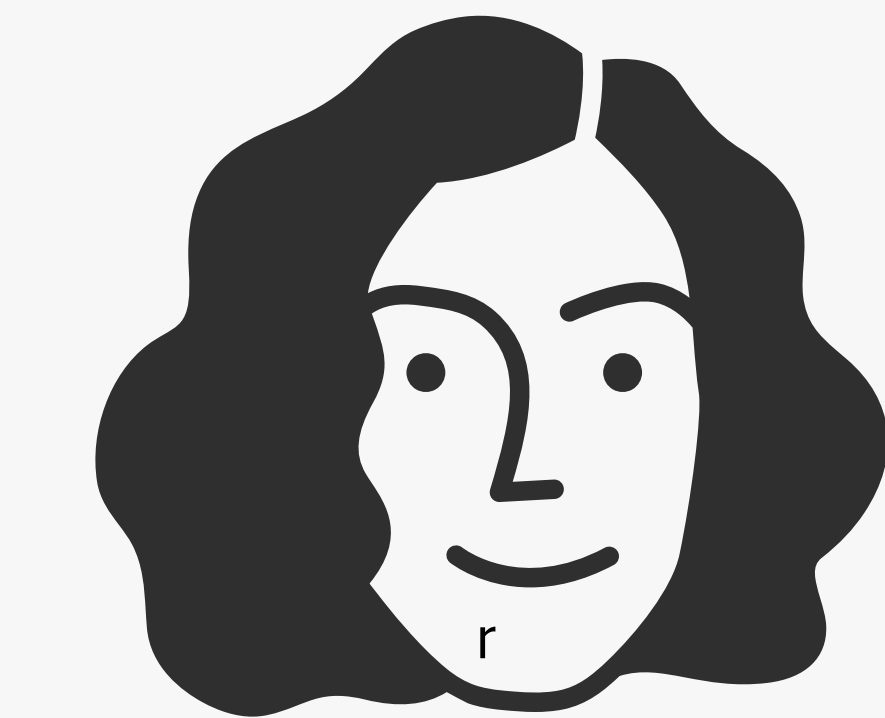
Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



SINEGATHAN
Bright Idea Consulting

Bright Idea Consulting

We predominantly work with organisations who have a social mission including voluntary & community sector organisations, public sector agencies and social business. Our main areas of services

Bright Ideas Consulting Ltd. creates innovative, evidence-based solutions, to enable organisations and the individuals who interact with them to thrive

+ Require and/or generate a lot of paperwork;
+ Satisfy the requirements of the process executors rather than those of the customer;

+ Are riddled with duplications and unnecessary steps;
+ Take much longer than necessary/reasonable to complete;
+ Cost the organisation in terms of lost customers (opportunity costs) and additional labour hours required to complete the wasteful steps.

The customer should always be at the centre of the design of business processes. It's logical – without customers, there is no point in keeping the business running after all. But do organisations actually design their processes with their customers in mind? Many organisations have incrementally changed their processes over time to meet new emerging requirements and have eventually found themselves with processes that are bulky, inefficient and organisation-centric rather than customer-centric, which

* Organisational Development & Change * Research Evaluation & Impact Assessment * Strategy & Business Planning

* Financial Sustainability & Income Diversification for voluntary sector organisations and social enterprise * Psychometric Assessment * Psychological Research

1. To offer leadership on an interim or short-term basis, driving delivery of development program and goals.
2. To offer high-level assistance on projects, programs, staffing or strategic issues, whenever you need it.
3. To design and develop homes so they are market-ready.

1. Having access to skills, expertise and experience only when required, on contract for the project duration rather than under a lifetime employment contract, leading to cost savings related to employment and retention of such a highly skilled person;
2. A project manager that is objective and not involved in organisational politics and hence has a more critical view of the project outcomes and deliverables;

In the highly competitive environment that we operate in, every customer counts. Customers are more conscious, less loyal and in search of greater satisfaction. Therefore, the organisation that makes it easier and faster for customers to deal with it, shall conquer more customers. The organisation that has leaner, more efficient processes shall have a lower operating cost base and, as a result, better net profits.

As such, businesses you have to ensure that their processes are truly customer-centric and efficient. This exercise requires dedicated staff, involving the business analysis experience, to document every single process, to map the current status and to re-engineer to design those processes to make them more efficient and customer-centric, and automating them wherever possible. This endeavour is best handled as a project as the end result is not simply a set of redesigned processes on paper. Rather, the end result is a more customer-centric organisation, with leaner processes and a changed mindset.