

***THE GLOBAL AND MUTUALLY BENEFICIAL HUB***  
**&**  
***BUSINESS PROCESS IMPROVEMENT REVIEWS***

BY  
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**AOEC GAP ANALYSIS, 2023 -2024**



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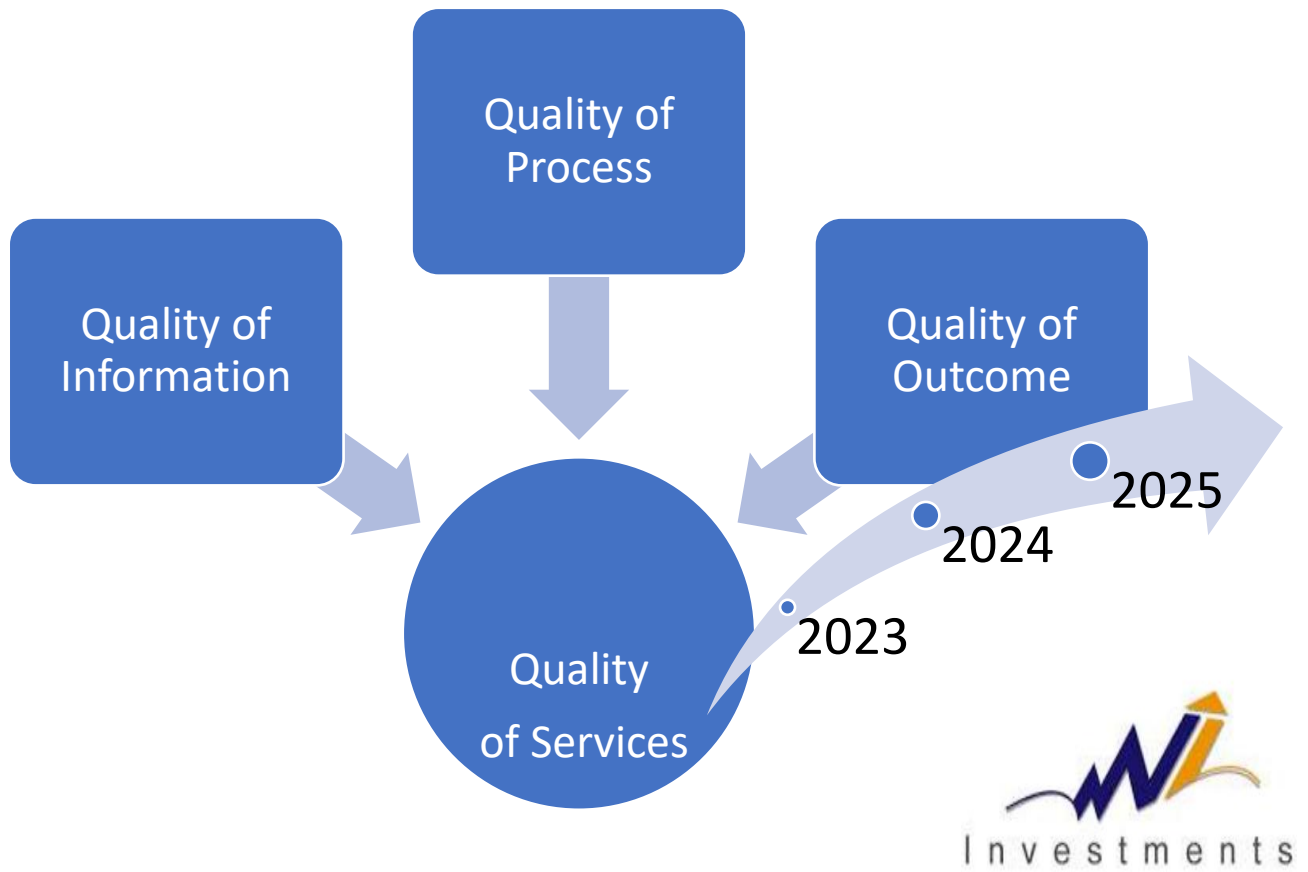
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## TGMB Brand Equity Vision

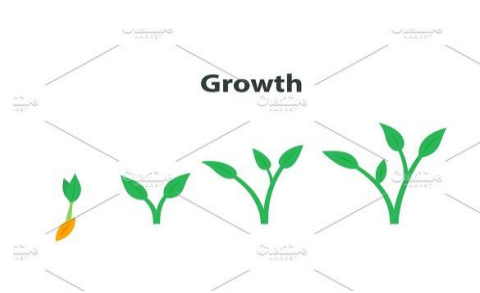


### **3. A NOTE FOR THE COMPANY ASSESSED**

**Name:**

**Nature of business:**



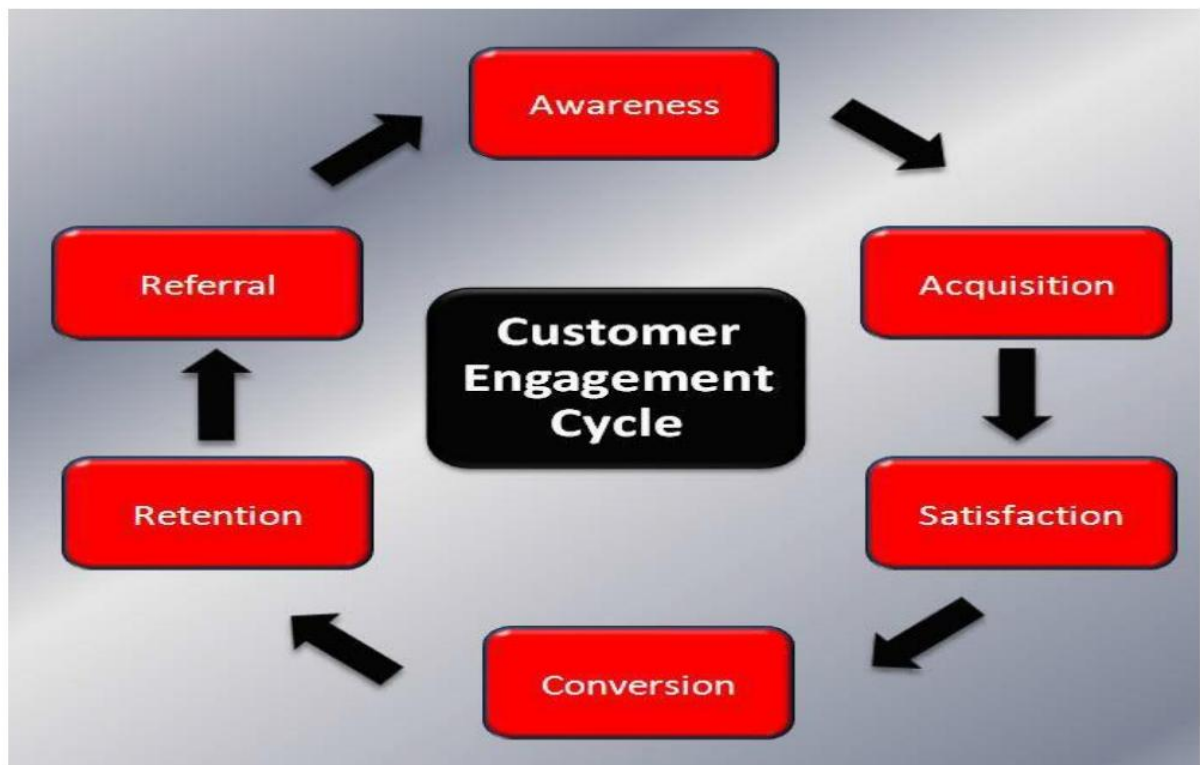


- (a) Dealership/Showroom Management,
- (b) Service Centre/Workshop Operations Management, and
- (c) Business Analytics for different or accompanying focus areas like QCD Management specifically, Customer Experience Improvement, Future Prospects for Brand Development, Demand and Supply Planning etc
- (d)** Plan, improve and manage operations for capacity, availability and costs

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1. Understand the impact on market position and business objective of the organization via the help of assigned members of the organization
2. Collect case study data by dealership/showroom & service centre analysis, department level interactions, and interviews to develop evaluation methodologies for the pain points and associated focus areas
3. Complete Evaluations via Statistical Tools (and the use of Datasets, Tableau and Excel)
4. Present Results via a Case Study Report

## 5. Overview of the Customer Engagement cycle



### Keeping an eye on consumer demands, need and wants as well as understand consumer behaviour

**Whittington Evolutional school of thought:** Marketing communications are for short term survival. Communication decisions are short-term. Intense focus on short-run sales and not long-term brand building.

**Whittington Systemic school of thought:** Understand consumer behaviour and attitude to develop a better strategy for the future. Consumer behaviour and attitude are confined to social systems involving Norms, Values, Roles, Culture, and Ethics. Marketing communications are for customer sentiments, cultural values and professional pride.

The model involves 4 schools of thought to take this insight forward.

**Rational loop** where there is rational thought for decision-making.

**Overt politics loop** where there is the use of influence and connections to assert strategic ideas.

**Culture & Cognition loop** where strategy is based on the culture of the country and place.

**Covert politics loop** where there is the use of secretive intent to influence decisions and make strategies for business development and growth.

**Customer satisfaction KPI(s)/ Performance metrics and expectations from the organization (Table 6)**

This could relate to broad expectations such as

1	Management knowledge
2	Management attitude
3	Discipline
4	Human Relationship
5	Responsibility
6	Positiveness and Stress Management
7	Cost consciousness
8	Job Competency and/or Technical knowledge
9	Communication
10	Creativity
11	Leadership
12	Team building (for management staff)

**Standard Operating Procedures followed (SOP)**

To help improve the Brand Equity or Brand Experience, a SOP handbook divided into following sections can help

1. Customer Relationship Management (CRM) SOP
2. Supplier Relationship Management (SRM) SOP
3. Dealership SOP
4. Head office SOP
5. Showroom SOP
6. Workshop SOP
7. Service Centre SOP
8. Sales SOP
9. Accounts SOP
10. Billing SOP
11. IT SOP
12. Back-office SOP
13. Stores and Spares SOP
14. Warehouse SOP
15. Front-office SOP
16. HR SOP

**The case study recommends incorporation of the following Customer KPIs**

Tick as applicable

- ☐ **Customer satisfaction (based on returns of goods, damaged goods, or returns to vendor stock)**
- ☐ **Timing and frequency of need**
- ☐ **Complaints and redressal**
- ☐ **Needs-understanding trends**
- ☐ **Demand-fulfilment trends**
- ☐ **Defection trends**

**Details:**



## **6. Business Process Improvement Highlight**

### **Recommended Business Process Improvements (BPI(s)) in**

#### **Name of the Business Process:**

#### **Tick where applicable:**

- Showroom/Sales
- Service Centre/Workshop
- Accidental Repairs / Body Repair Workshop
- Road-side Assistance

#### **Recommendations:**

- ☐ Focus on how a task is being performed by measuring performance and as applicable how goals are being achieved
- ☐ Identify deviations and other compliance issues
- ☐ Develop or Validate automated actions to improve process performance via metrics, learning & mining, via
  - ☐ Manage-Improve-Automate BPI programs (practically seen to result in productivity improvement of about 30%)
  - ☐ Needs-understanding trends
  - ☐ Demand-fulfilment trends
  - ☐ Quality and Error rate trends
  - ☐ Customer satisfaction or issues trends

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  - ☐ Quality and Error rate trends
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**Details:**

## **Recommendation to enable Business Process Metrics for**

### **Tick as applicable:**

- ☐ Process effectiveness (Quality, Error rate, Customer satisfaction or issues)
- ☐ Process efficiency (Cost, Resource efficiency, RoI)
- ☐ Process Cycle time (Total lead time/Throughput time, Value-added time, Turnaround time)
- ☐ Process compliance (Risk mitigation timeframe, Mean time to issue resolution, ESG performance via [Environmental, social and governance reporting](#))
  - ❖ [Environmental, social and governance reporting](#) shows the non-financial impact and compliance level with standard procedures and rules in the regions the firm operates through ESG [metrics/Porter's 5 forces culture theory/PESTLE inferences](#)).

### **Details:**

## **Recommendation to enable Business Process Learning or Mining for**

### **Tick as applicable:**

- ☐ **Discovery of Manage-Improve-Automate insights/programs**
- ☐ **Process optimization**
- ☐ **Conformance Validation**
- ☐ **Process synergy/distinctiveness**
- ☐ **Process predictability/simulation**
- ☐ **Organizational performance/behavior**
- ☐ **Sales and Revenue (SNOP) trends**
- ☐ **Order to cash cycles**
- ☐ **IT Services implementations and/or BI & Data Analytics for (ERP/Process Management with or without Root Cause Analysis/Auditing & Compliance/Customer Relationship Management/Supply Chain Management/Logistics Management/Production Management/Operations management)**

### **Details:**

**Recommendation to develop a process improvement plan/project plan to help in**

**Tick as applicable:**

- ☐ Identifying challenges early
- ☐ Increasing efficiency
- ☐ Correcting errors
- ☐ Eliminating or reducing process waste
- ☐ Managing downtime
- ☐ Tracking dealership or supply chain responsiveness
- ☐ Tracking value stream connected inventory

**Details:**

**Recommendation that the process improvement plans/project plans involve**

**Tick as applicable:**

- ☐ Analyzing the current processes for a business function
- ☐ Creating a process management outline for a business function
- ☐ Reviewing, designing, and/or redesigning each process
- ☐ Assigning resources & resource roles and implementing the plan
- ☐ Reviewing the implementation and progress regularly
- ☐ Designing and incorporating quality control & change management
- ☐ Using Six Sigma DMAIC or DMDV approaches for process improvement
- ☐ Designing Initiation, Planning, Execution, Monitoring, and Completion phases for the process improvement
- ☐ Adding Continuous Improvement opportunities
- ☐ Selecting and using tools for Process Visualization, Collaboration, Planning & Scheduling, Productivity & Performance Evaluation, Content and Document management & storage

**Details:**