

# CEMMethod™

## An Introduction to Customer Centric Process Design

### **What is the CEM Method?**

The CEM (Customer Experience Management) Method is a means of improving existing business processes or designing new business processes to align with customer needs.

### **How does it work?**

It works by focusing each process on a specific customer outcome to be achieved, and by designing the process from the outside of the organization to the inside of the organization, hence the term commonly used “outside-in”. By the systematic analysis of three key components inherent to every process, organizations can achieve greater customer alignment.

### **What are the three key components?**

The three key components are Moments of Truth (Customer interactions), Breakpoints (hand-offs) and Business Rules (decision points). We aim to eliminate or improve these three components to bring them into alignment with the process’s successful customer outcome.

### **What does it achieve?**

CEM Method achieves greater customer alignment - thereby focusing the organization on its reason for existing. Through greater alignment, the experience is improved for the customer and operational costs are decreased by the elimination of redundant activities. In short we reduce costs, improve revenue and enhance the service to the customer.

### **How is it different to other process improvement methodologies such as Lean or Six Sigma?**

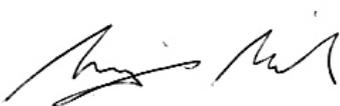
Many other process methodologies focus on process improvement, but do not focus the improvement solely on the reason why the business process exists – the customer. Rather than “doing things right” the focus of the CEM Method is on “doing the right things”. Other methodologies start with looking at the process from an internal (inside-out) perspective, thereby creating a myopic focus which fails to consider the entire customer experience.

### **Who currently uses the CEM Method?**

Many of the world’s leading companies are currently using the CEM Method. Finance industry examples include: Zurich, Lloyds, Citi, HSBC, Santander, Barclays, American Express & NAB.

### **How can I find out more?**

More information can be found at [www.bpgroup.org](http://www.bpgroup.org) or [www.theprocessninja.com](http://www.theprocessninja.com).



**Craig Reid**

