

**Project Management Symposium**

# **The Process to Happy Customers**

Samuel Drauschak



**PROJECT MANAGEMENT  
CENTER FOR EXCELLENCE**

A.J. CLARK SCHOOL OF ENGINEERING  
Civil & Environmental Engineering Department





# Speaker

Sam is a process scientist, published author, speaker, and recognized expert in the process improvement space.

Sam co-founded Truville, the forefront of software innovation, offering proprietary mapping solutions that redefine how individuals and businesses visualize and manage internal processes.

Sam is Lean, Six Sigma, Change Management, and Project Management certified, and is also a CMMI associate. He was proudly featured in the Top 100 Magazine and was recently honored as a listee by Marqui's Who's Who, recognized for his exceptional contributions to process mapping language. He holds an MBA from the University of Richmond.

The process mapping language developed by Sam (Truville Mapping Language) has been adopted as the global standard for multiple large enterprises.



**Sam Drauschak**





# Agenda

- I. Happy Customers
  - I. Why Do We Care?
  - II. Universal Happiness Drivers
  
- II. Process Science Can Help
  - I. Mapping & Analysis



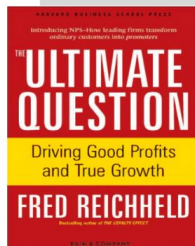


# Happy Customers = Sustainable Business



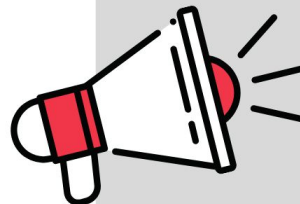
"...bad profits are earned at the expense of customers, good profits are earned with customers' enthusiastic cooperation."

-Fred Reichheld



"A satisfied customer is the best business strategy of all."

-Michael LeBoeuf





# Customers Want Value

Value is the foundation of customer happiness

$$\text{VALUE} = \text{BENEFITS} - \text{COST}$$

On average, only 5% of business activity is value adding

A decorative graphic consisting of three overlapping, stylized arrow shapes in red, yellow, and black, pointing to the right.

# Expectations vs Reality



The on-demand service revolution fundamentally changed and clarified service expectations – everyone wants the “uber” experience and all the modern benefits

# Universal Happiness Drivers

Factors that will always increase customer happiness, regardless of context:

- ✓ Benefits Alignment
- ✓ Consistency
- ✓ Transparency





# Benefits Alignment

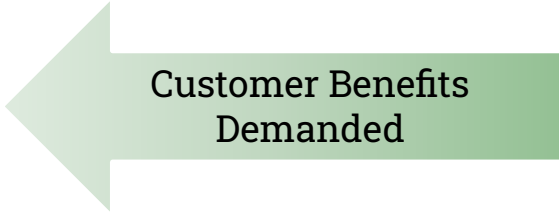




# Benefits Alignment is a Strategy



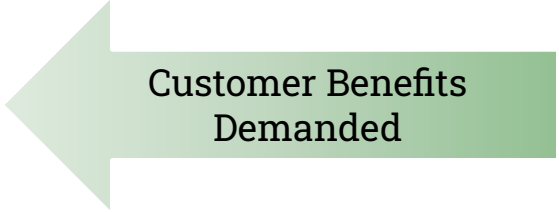
Company Benefits  
Produced




Customer Benefits  
Demanded



Company Benefits  
Produced



Customer Benefits  
Demanded

A decorative graphic on the left side of the slide, consisting of three overlapping, stylized arrow shapes pointing to the right. The top arrow is yellow, the middle one is red, and the bottom one is black.

# Benefits Mis-Alignment

- Pushing cable television channels when the customer only asked for internet
- Providing a report when the customer only wants a specific data point
- Charging a higher amount because the company's internal quality controls are beyond what the customer demands

A decorative graphic on the left side of the slide, consisting of three overlapping, stylized arrow shapes in red, yellow, and black.

# Consistency

A background image showing a close-up of water splashing, with several droplets in mid-air and ripples on the surface.

Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals.

-E. James Rohn



# Consistency is Standard Execution





# Consistency

- Having mechanisms to control quality for finished products
- Having SOPs and auditing against them to reduce variation over time
- Establishing and monitoring KPIs and correcting processes as data indicates control limits are being violated



# Transparency





# Transparency is Communication

Close **Track Your Order**

**PREP** BAKE QUALITY CHECK READY

U.S. PATENT #10,262,281

Codie began preparing your order at 11:48

Estimated pickup time 11:56 AM - 12:06 PM

**DOMINO'S CARSIDE DELIVERY™**  
**2-MINUTE GUARANTEE**  
HEADED TO YOUR CAR IN 2 MINUTES OR  
FREE PIZZA WITH YOUR NEXT ORDER

Products My Account

Home > My Account > Order History > Order Details

## Order Details

<b>Order #</b>	WEB001001	<b>Billing Information</b>	<b>Shipping Information</b>
<b>Order Date</b>	8/24/17	MN 55101 7 Cobham Drive Orchard Park United States	MN 55101 7 Cobham Drive Orchard Park United States
<b>PO #</b>	PS213		

Ship Date	Carrier	Service	Tracking #
8/21/17	UPS	GROUND	22321213215903



# Process Transparency

- Providing on-demand data that is relevant to the customer experience
- Providing a sense of and control to customers through intuitive interfaces
- Providing understanding of the process lifecycle and setting realistic expectations about customer interactions





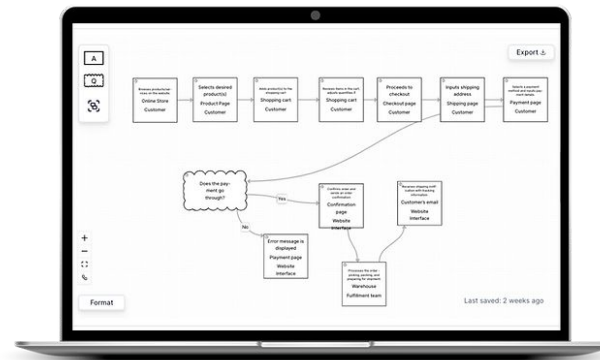
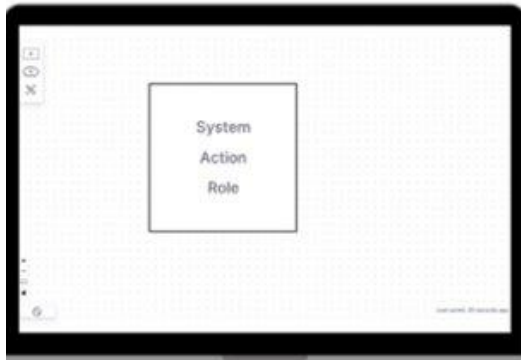


# Process Science Can Help

- Creating processes that always considers customers are complicated
- Process science methods and techniques can help identify, analyze, and reshape processes to create more customer-facing workflow and sustainable benefits creation at lower costs

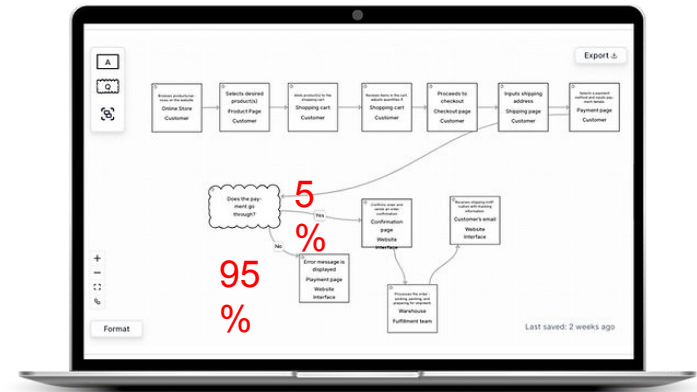
# Start with Process Mapping

- Map out the process in a tangible way; don't just think about it, make it real.
- Document internal process and the end-to-end customer journey



# Focused Process Analysis

- Having an accurate and comprehensive process map is the foundation to:
  - Analyze process benefit creation and expected benefits from customers
  - Analyze variation and quality of execution
  - Analyze which data could accurately represent critical process information internally and to customers



A decorative graphic consisting of three overlapping, stylized arrow shapes pointing to the right, colored red, yellow, and black.

# Summary

- **Customer Happiness** can always be improved by focusing on **Benefits alignment, Consistency, and Transparency**
- There are many examples of these benefits in great companies and **customer expect more of these types of benefits over time**. Focusing on better process methods and management is the most effective way to work towards these objectives
- **Process mapping** is the foundation to better understanding processes and customers – the critical first step to unlocking customer happiness



# Questions?

Contact Samuel Drauschak

[sam@truvle.com](mailto:sam@truvle.com)

703.307.9140

