



Human-Centric BPM: A Tale of 7 Companies



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Chapter 1

Introduction

Note:

The eBook is explained with a character example-- Raphael (Marketing Manager) to help the audience understand the concept better.

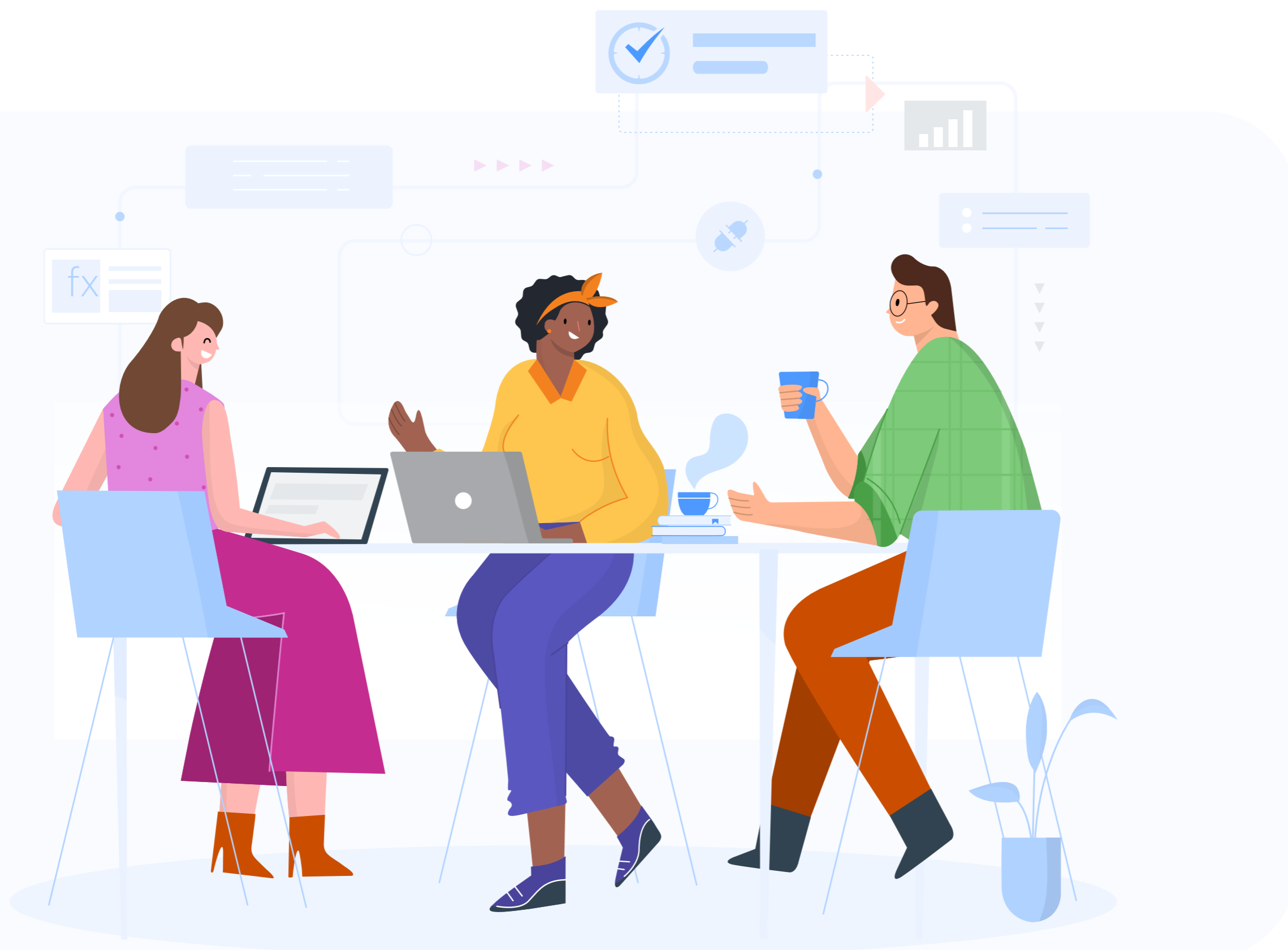
Raphael's team is generally in chaos. They manage marketing campaigns for international companies across several industries. His team is very talented, but projects are often delayed and every day is a new emergency in handling exceptions, additions, approvals, and edits. His team's inboxes are constantly overflowing with messages from clients, vendors, and freelancers. Raphael has tried several options to streamline the flow of work at his office, but it never seems to stick. His team quickly abandons forms and checklists as soon as a client makes a change and they go back to manually managing the process. Now, he's looking to finally cure his problem with BPM.



BPM for Humans

Raphael doesn't think of his business process in terms of data, so a typical process map isn't useful for him. For him, 'Generate Creative Brief' is one step owned by an individual. He doesn't want to see exactly what happens if he sends a creative brief back to be redone because the process is already intuitive for him. Raphael wants the diagrammed process to look the same way it looks in his brain - tasks owned by people. What he gets from traditional BPM is confusing, complex, and difficult to follow.

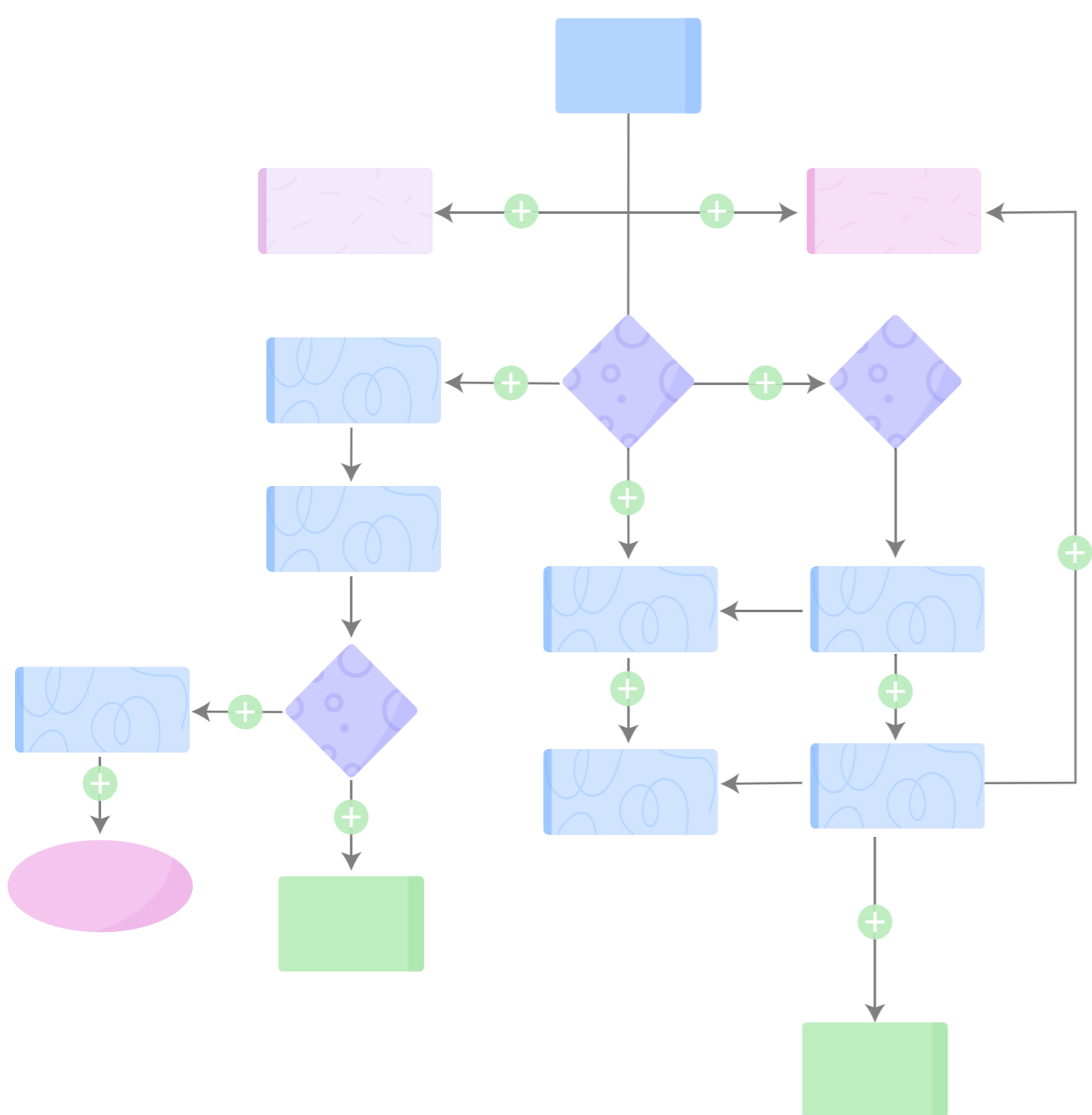
Raphael's desired workflow is a good example of what is called human-centric BPM. Human-centric BPM puts the human elements of a business process at the forefront when designing and diagramming a workflow.



More specifically, it is “a process that is human-centered and designed for people to use.”

A human-centric workflow diagram looks extremely simple and takes for granted the work that systems do in the background. It might look useless to a programmer but makes immediate sense to a business leader. Raphael may be impressed with BPM’s suggestions to move data from his CRM to his client meetings, but it doesn’t solve his first problem: getting everyone to do their job on time.

What BPM Gives



What Business Leaders Want



Chapter 2

Human Tasks vs. System Tasks

Every process is made up of human and system tasks. System tasks include recording, generating, referencing, copying, analyzing, updating, and deleting data. However, in human-centric BPM, all of these tasks are done in the background. Although they are essential to the process, they aren't included in the design stage and are handled by the system in the background. Human tasks come in various shapes and sizes.

Some human tasks involve qualitative decisions, such as when Raphael approves a certain marketing campaign. He has to consider the work done previously for the client, current world events, and matching stylistic elements that are very difficult to code. In another example, most companies are unwilling to allow the hiring process to be completely automated because they feel that a manager's ability to assess a personality match is beyond what a system is capable of.

Human Tasks

- Qualitative decisions
- Physical tasks
- Cost-sensitive data entry





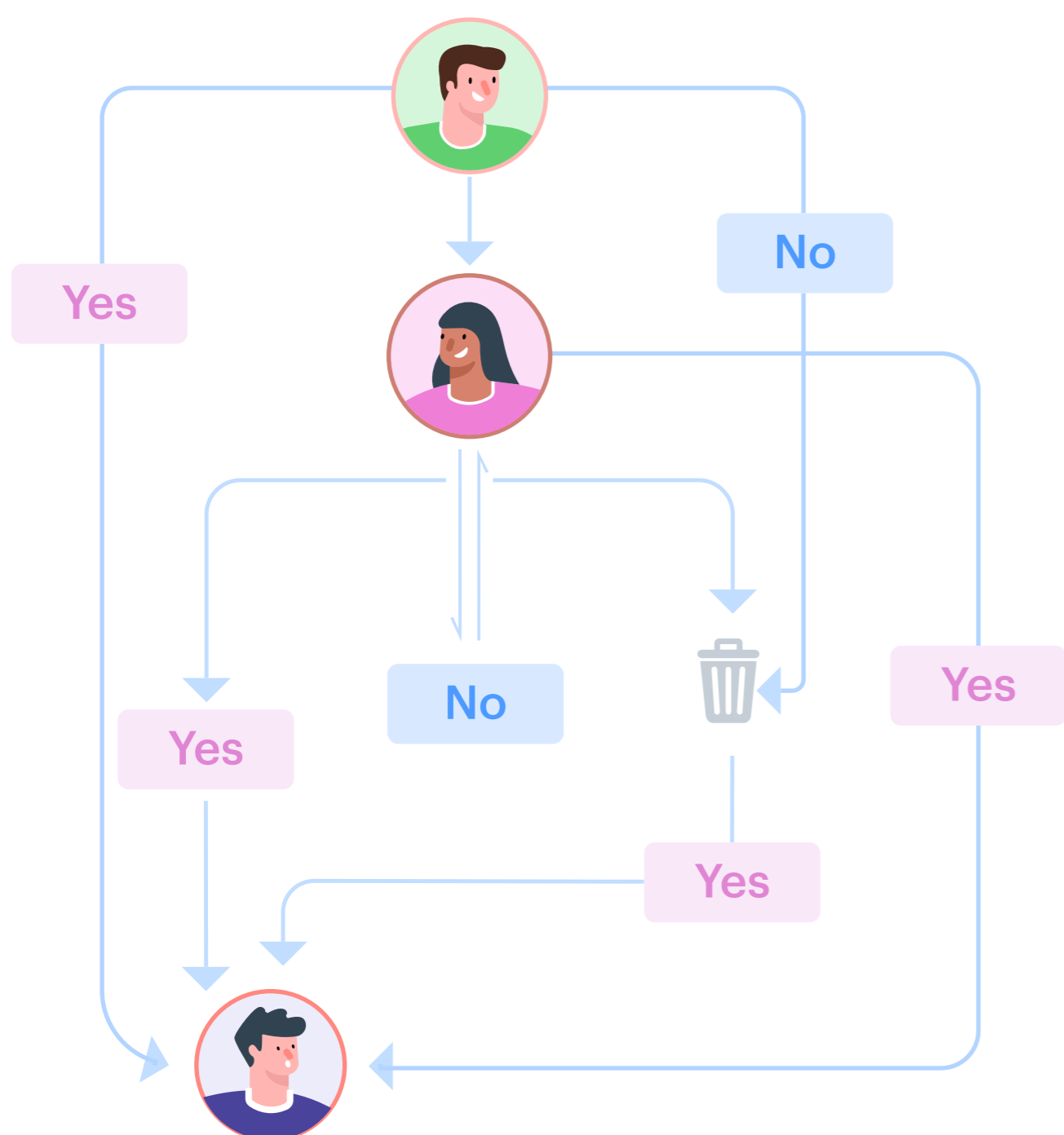
Other human tasks often include creating, improving, reviewing, judging, approving, or translating. Certain physical tasks like transporting goods, video editing, taking a patient's temperature, or doing a visual inspection of home damage are also done mostly by humans. Many of these things may be performed by systems in the future, but most organizations still rely on humans for these tasks.

Some companies have determined that certain tasks like data entry are cheaper to do by humans rather than spending the time creating and maintaining a new system to handle it. Many of these processes change so rapidly that it is cost-prohibitive to hire an expensive developer to come and make a change every time the process is altered. Humans are also generally good at facilitating the flow of an entire process and handling exceptions. If you want to monitor systems and identify when a variant needs to be addressed independent of an automated system, a human is still the best option.

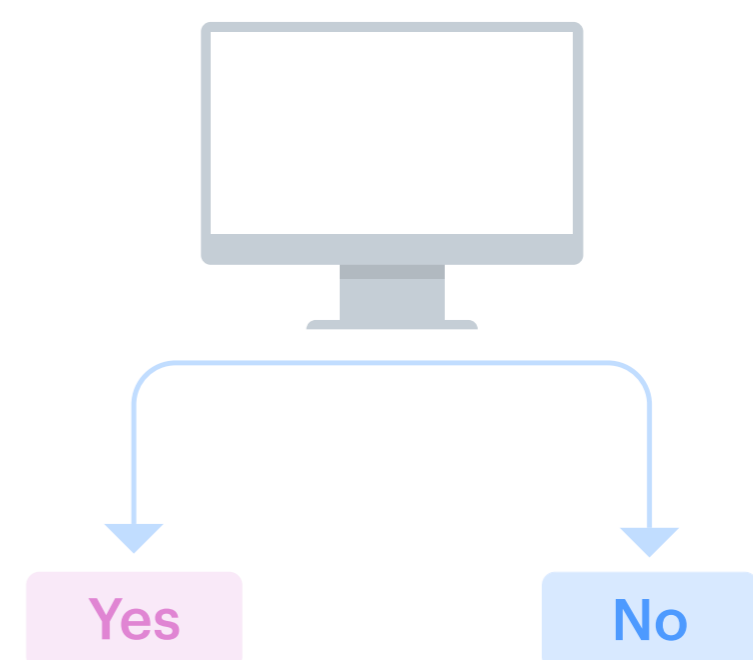
Humans can have a multitude of responses when they are completing a task. For example, when Raphael is reviewing a marketing campaign, he can approve it, reject it, request more information about it, send it back to a specific task, or approve it after making his own edits.

Therefore, the process of designing a system with human tasks must include many types of responses. Human-centric BPM understands the complexity of how a human may react to a task and creates room for more than just a binary response.

Human Tasks



System Tasks



Chapter 3

Where Does Automation Fit?

Within BPM, automation is the practice of transitioning human tasks to system tasks. Some tasks such as data analysis and conversion can be better handled by a system when it is cost-effective. There is even scope for decisions to be automated when all of the data can be objectively analyzed. Human-centric BPM is not against automation; in fact, it encourages as much automation as possible. Human-centric BPM is as concerned about who does the tasks as it is about who designs the process. A human-centric BPM approach can still make use of automation while still presenting a simple workflow diagram. Even within a process that seems to have several human tasks, automation is still used for notifications, recording, and communication.



Chapter 4

What Is Important to Have in a Human-Centric BPMS?



Agility without Constraints:

A human-centric BPM system should make intuitive sense to a business leader as soon as he sits down with it. When modelling and diagramming the process, the interface should primarily focus on the tasks that need to happen and the software should handle all of the system tasks such as notifications, recording of tasks, deadlines, and reminders in the background. Human tasks may need to be individually reassigned, or one person's tasks may need to be delegated to someone else while she is on leave. A great system should be able to handle this without any problem.



Easily Customizable:

A human-centric BPM system should also have a lot of customization around permissions and visibility of data at every task. Overwhelming the task owner with too much data, not giving enough information, or revealing confidential or distracting data all go against the principles of human-centric BPM. Aside from a great modeling tool, the best human-centric BPM systems will be easily editable and customizable, generate reports automatically, and integrate simply with other systems.



Round the Clock Accessibility:

The best human-centric BPM tools will be cloud-based, not only so that they are lightweight and accessible everywhere, but primarily so that your business leaders don't have to depend on the IT team or assume responsibility for updated versions, downtime, and installation. The system should work seamlessly on a mobile phone as well to facilitate work from any location.



Controls and permissions:

Maintaining confidential information and operational security can become overwhelming especially, as an organisation grows. A human-centric BPM should have access control and permission capabilities to aid an organisation manage access control to specific processes, applications, folders, services, etc. With the best human-centric BPM tool, it is much easier to enforce access control policies where the user access authorisation requests can be granted or refused based on the requirement and the type of information.

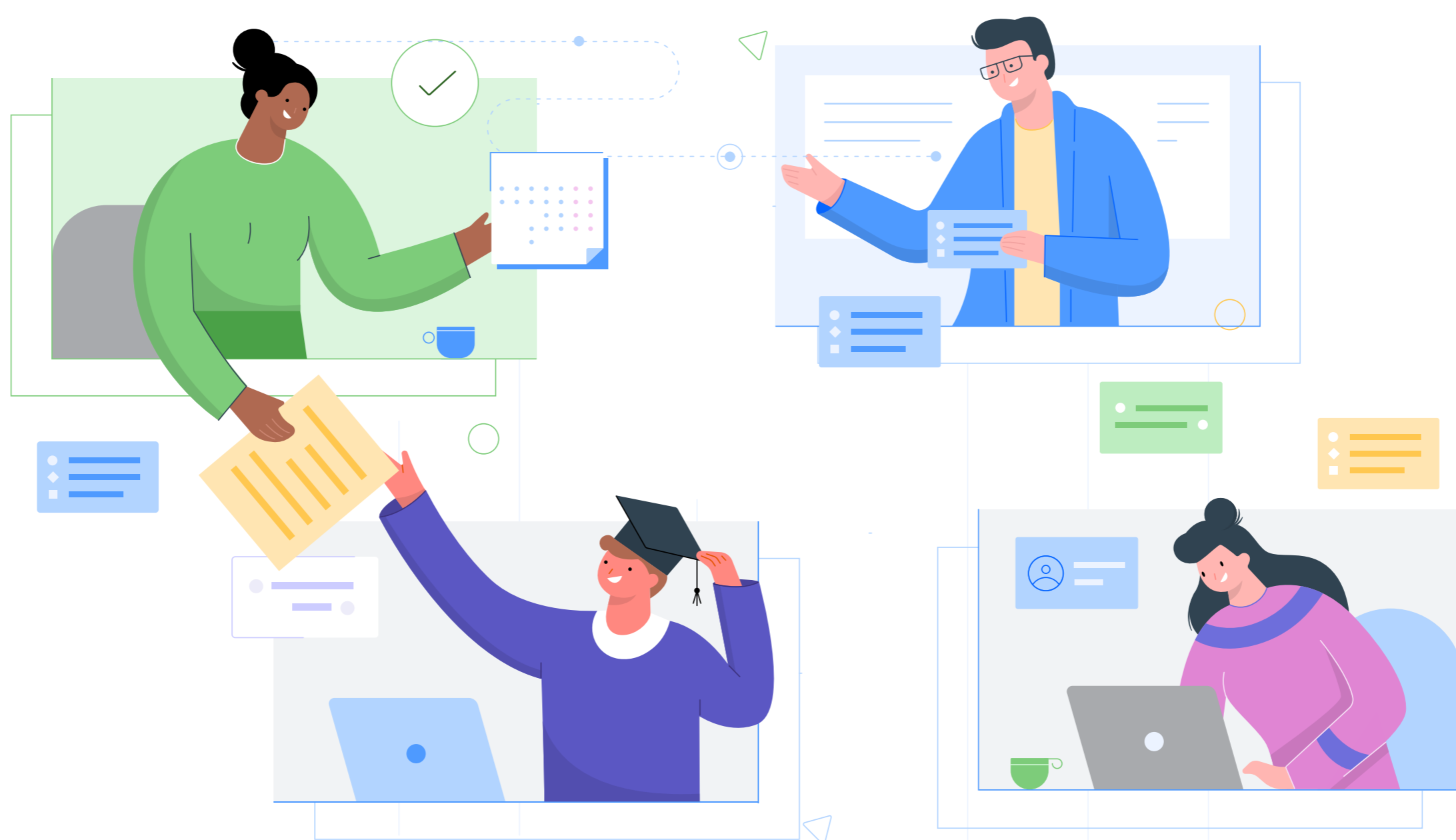


Powerful analytics:

Intuitive reports and predictive analysis is a mandatory capability of a human-centric BPM tool as it constantly helps businesses improve their existing processes, predict market behaviour, identify customer expectations, and increase overall profit margins. Minimally, a good human-centric BPM tool must offer instant reporting around the areas: all uncompleted tasks, the average time taken to complete a process, how often a task gets rejected or reassigned, how often a task exceeds SLA, number of tasks completed within a time frame, etc.

Is a Human-Centric Approach Right for You?

If you are a business leader who likes to have a streamlined way of working, is driven towards better process productivity and looking for a way to help your team function better by coordinating the work of several people, then you need to start with a human-centric BPM. Human-centric BPM is essential if you do not have access to a dedicated IT team or a BPM consultant, and your business team leaders need to have control over the process, improve customer and employee experience and ultimately remove IT bottlenecks.



Chapter 5

Learn From Successful Brands



Over the next few pages, you will be introduced to companies and business leaders who took charge of their own processes and used a human-centric BPM system to build their own workflows and forms. Each case study represents a different industry and region to highlight the universal application of human-centric BPM.

Raphael's marketing company can greatly benefit from a human-centric approach to BPM. Automation can still play a great role in the process of streamlining work and clarifying expectations. See what is possible in your team too!

Company: Bumi Armada

Industry: Oil and Gas



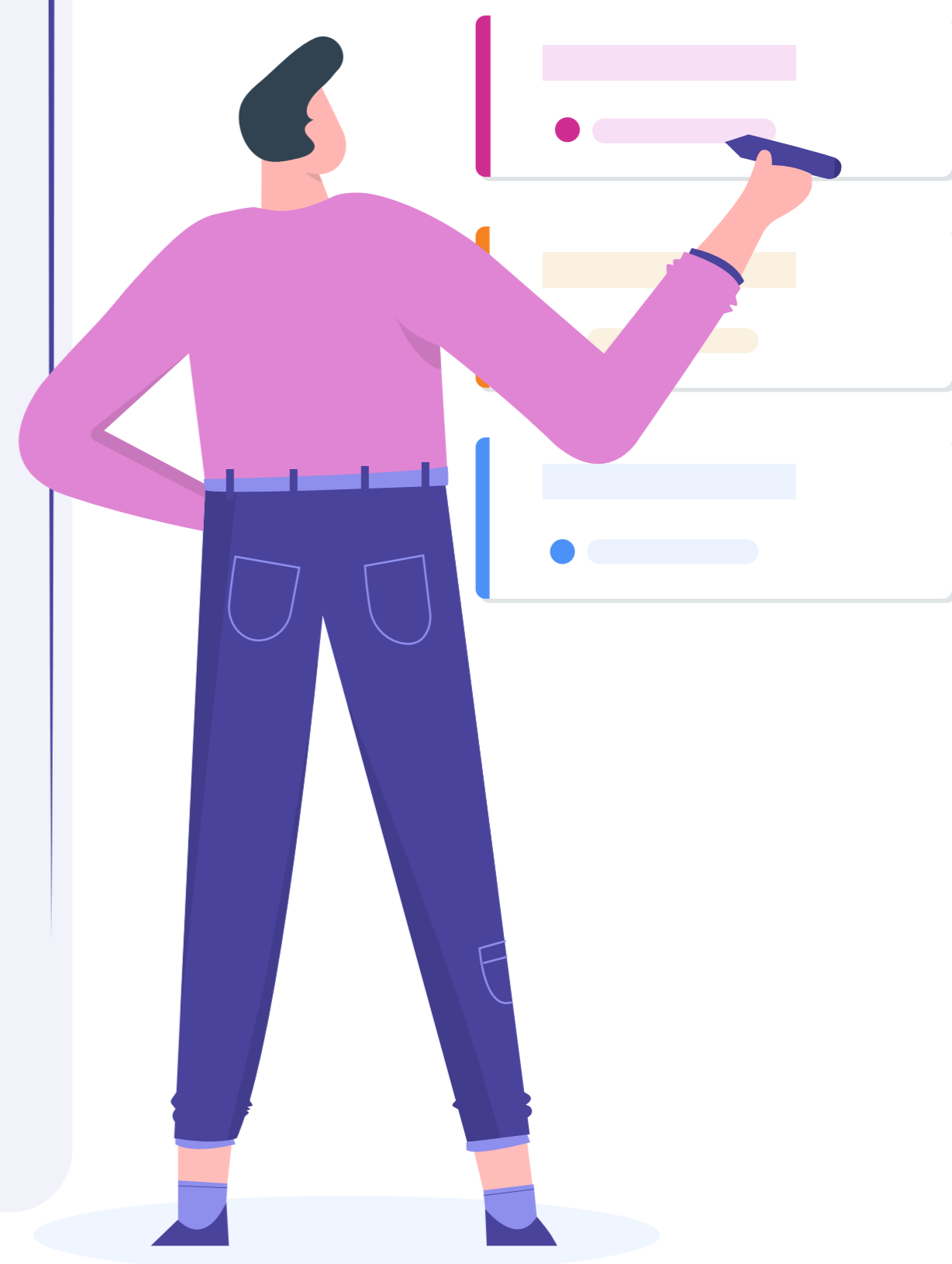
? The Problem:

Bumi Armada was growing at a very fast pace. To keep up, they needed to add dozens of new suppliers and vendors. The head of procurement was trying to track hundreds of vendor applications at the same time. Vendor assessment involved making an informed decision based on multiple data points about quality, price, scale, and many other requirements. The procurement head's main challenges were tracking the progress of each item out of email and reducing the current time of 3-4 weeks per application.

✓ Solution:

The procurement head didn't have time to sit with a technical consultant and wait for development time. He needed a workable solution immediately. After trying a few different options, the procurement head tried Kissflow Workflow and was able to immediately map out the process he needed in a way that made sense to him. He set up every task that his team needed to do in the right sequence and had the process rolling in less than a day. Bumi Armada now can process a vendor application in just a few days, and they can immediately know where each application is without searching through emails.

[Read full case study](#)



Company: Reed UK

Industry: Recruitment



The Problem:

Every financial transaction at Reed UK required the approval of the Finance Director or the Managing Director. With the huge volume of transactions taking place, tracking and closing each request had become increasingly difficult. Approving each item required considerable coordination and communication between teams.

Solution:

Reed UK initially tried to string together several Google Forms and Apps Scripts to create a workflow. It was functional but consumed more time and effort than they realized. Small changes required a lot of effort and they were not able to track individual requests the way they wanted. When they started to use Kissflow Workflow, the executives at Reed UK were blown away at how easy it was to make their own changes. One product owner said, "Kissflow Workflow allows us to react quickly to organizational change. It is easy to maneuver and enables us to change the process on the fly."

[Read full case study](#)



Company: Vonage

Industry: Telecommunication



? The Problem:

As Vonage saw explosive expansion, they planned ahead to create a custom workflow system to manage customer orders and requirements. They spent a lot of money and time working with developers to create the perfect process. However, when they started rolling it out, the system proved to be too complex for the average user. People quickly found manual workarounds and avoided the workflow.

✓ Solution:

The leaders at Vonage realized that in creating a custom solution, they had overlooked the need to keep the user experience simple and easy to use. Their processes were highly complex, but that didn't mean that users and editors had to see that complexity in every step. They used Kissflow Workflow to go back and recreate the process in a way that all of their team members understood and could follow along with. At each step, they determined the right data to display for that task owner and kept the layout very simple and easy to follow. Now, Vonage's entire team follows the same process from end-to-end.

[Read full case study](#)



Company: Wayne Metro

Industry: Non-profit, NGO



? The Problem:

The Wayne Metropolitan Community Action Agency is a non-profit organization deeply invested in supporting the community of Detroit. It provides programs and services in the areas of financial coaching and early childhood care. With around 300 employees, Wayne Metro is one of the largest organizations of its kind in Detroit. Due to the nature of its work, Wayne Metro must do a lot of screening for applicants and a lot of approvals are necessary. They were averaging about five working days to approve a new hire. For those on the field, five days is the difference between meeting a need and having to turn someone away from an important service.

✔ Solution:

Being a non-profit, Wayne Metro was not in a position to explore high-cost custom options. And they needed something that their existing staff could manage on their own without the help of the one IT person on staff. Kissflow Workflow offered the team a chance to build their own hiring approval app in a simple way that made sense to them. After implementing the process, Wayne Metro was able to cut its approval time down to 1-2 days.

[Read full case study](#)



Company: Enjoy Fitness

Industry: Sportswear



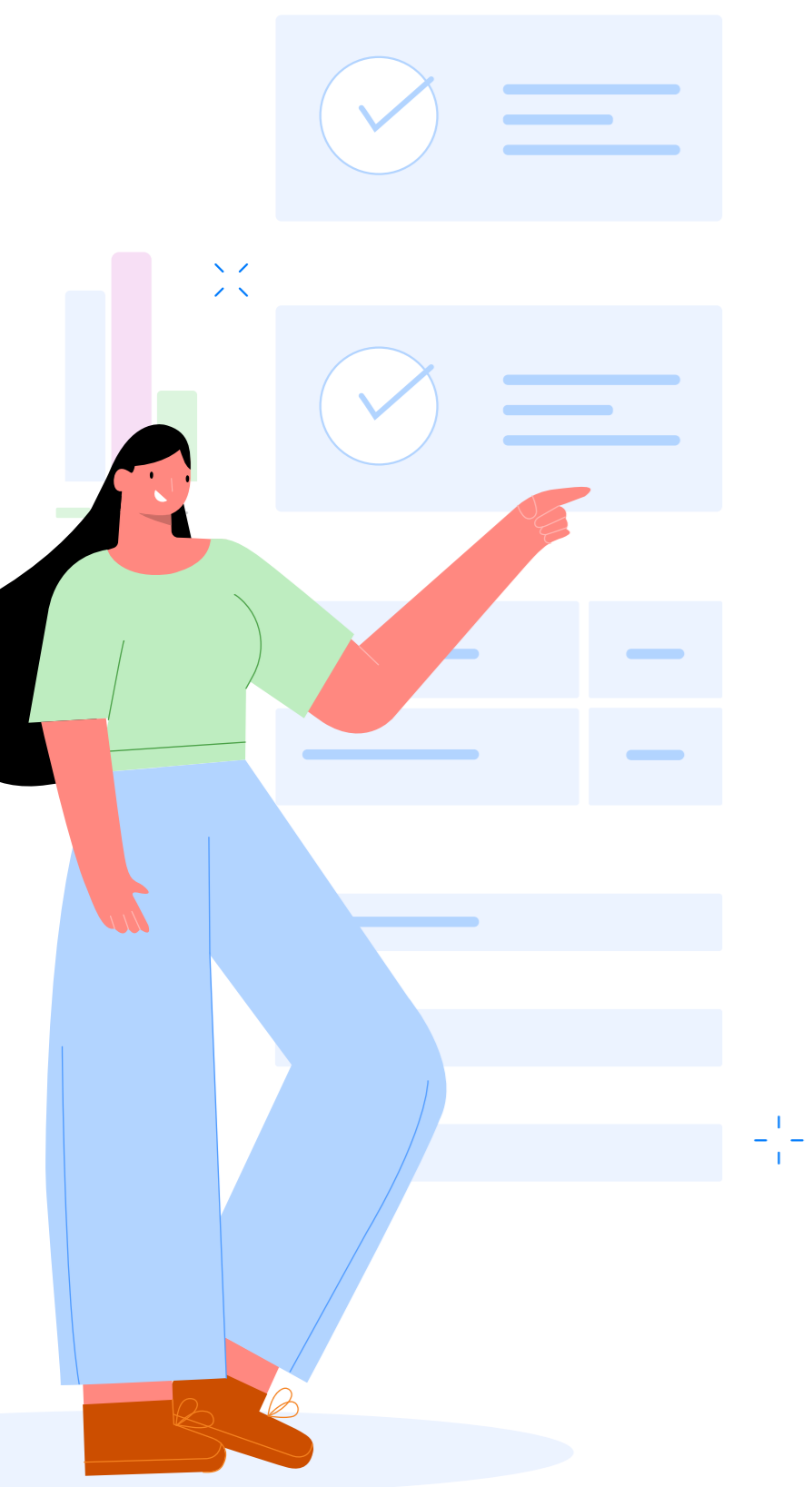
? The Problem:

Enjoy Fitness designs and produces custom sportswear for cyclists and runners in South Africa. They were managing their entire order fulfillment project using email and spreadsheets. However, it soon became nearly impossible to track over 100 orders at a time and ensure all of them were moving along at the right pace. It wasn't practical to rely on face-to-face interactions and hope someone updated the right version of the spreadsheet.

✓ Solution:

Some leaders in Enjoy Fitness had previous experience using workflows in other companies, so they knew what was possible. However, as a startup, they did not have the massive financial resources required to invest in heavy-duty software. Instead, Enjoy Fitness started using Kissflow Workflow to map out their entire order process, spanning dozens of steps. Immediately, they were able to track their orders faster and better. Because of the comprehensive way their workflows were set up, Enjoy Fitness also had to work in several 'safety valves' so that managers could alter the flow of work midstream. This was easy to set up and gave them the agility and power they needed.

[Read full case study](#)



Company: Damamax

Industry: Telecommunications, Networking

The logo for Damamax, featuring the word "DAMAMAX" in white, uppercase, sans-serif font on a red rectangular background.

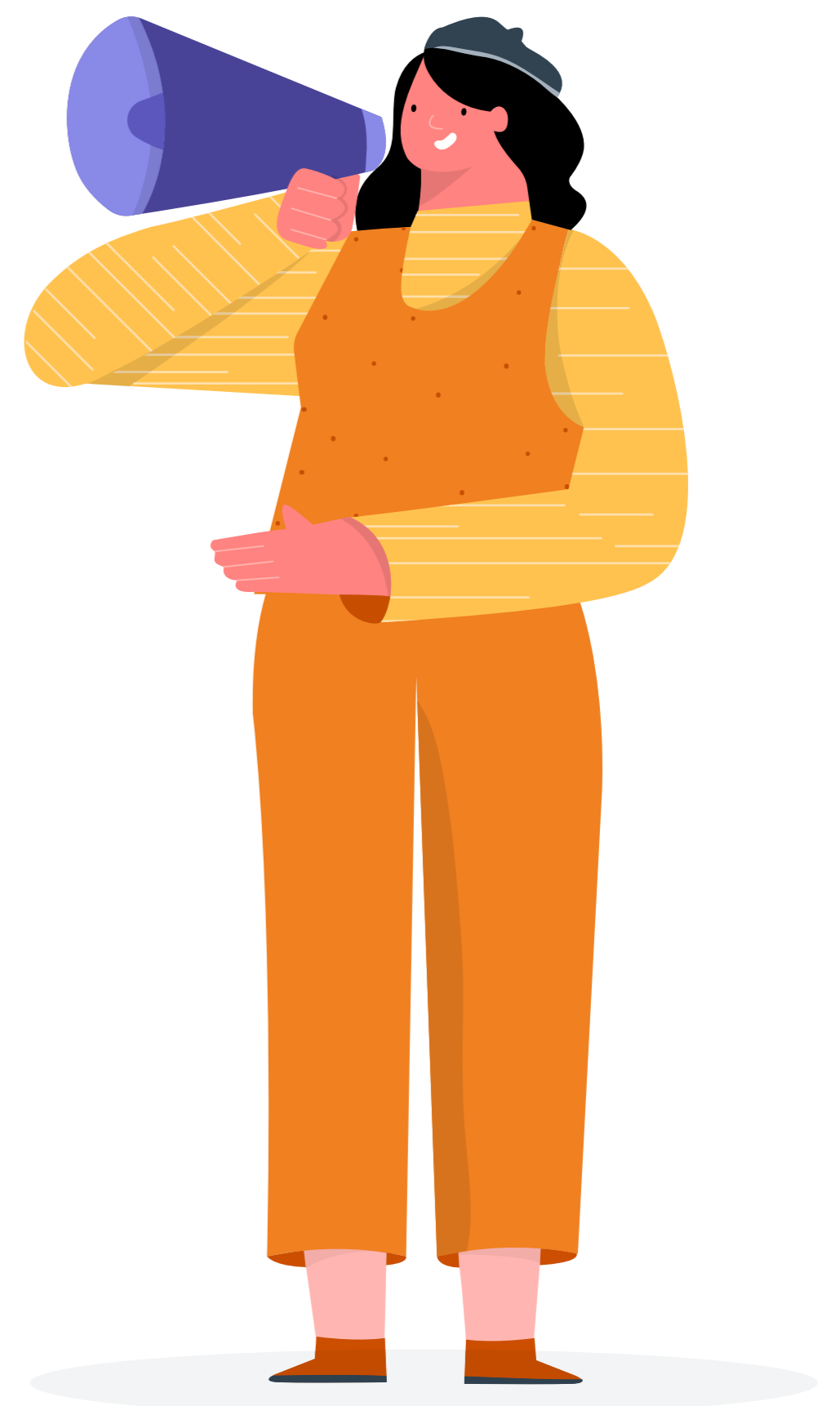
? The Problem:

Damax is a medium-sized telecommunications company that provides high-speed fiber internet and hosting services for SMBs in Jordan. Most of Damamax's operational service requests are routine: setting up direct internet access, Digital Powerline processes, and FTTP processes. They had been handling most of these services with internal IT systems, but employees soon began to request more complex workflows features that were not possible to incorporate. The lagging systems soon became a big headache and Damamax needed something quick to fix it. "We needed something cloud-based that was easy to use."

✓ Solution:

The key feature that Damamax required was being able to track items and generate custom reports. Once they realized how easy it was to set up a process, they immediately brought in those closest to the process to be a part of designing it. Damamax also had full control to record and present their data any way it wanted. Kissflow Workflow gave them access to data they didn't know was possible.

[Read full case study](#)



Company: Lumière

Industry: Market Research



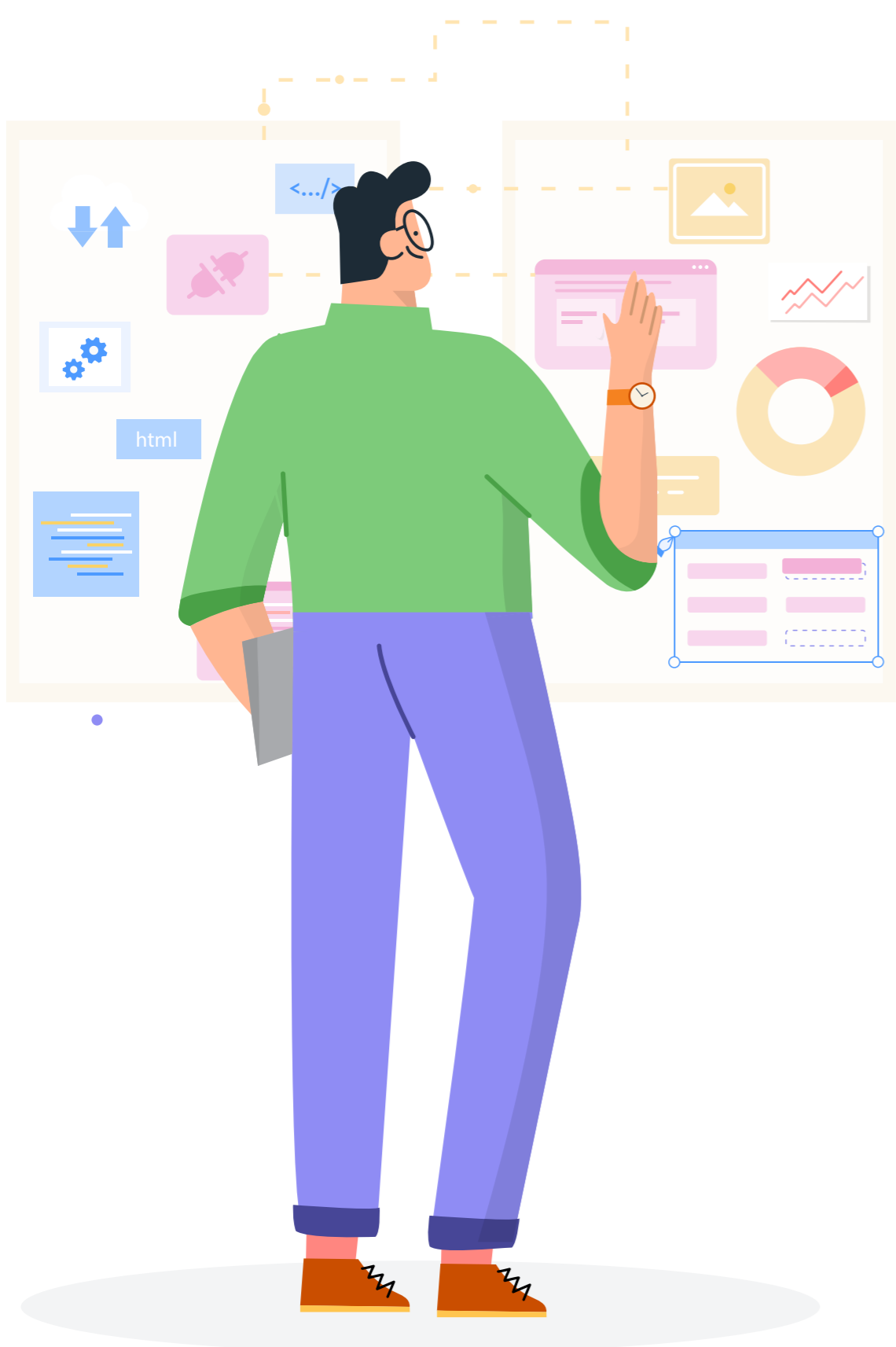
? The Problem:

Lumière Business Solutions is a research and consulting firm that provides marketing research solutions to its large clientele. Their core team focuses on conducting market research and interacting with clients, so many of its back-office processes were ignored and understaffed. They needed a way to plug these gaps without increasing their staff.

✓ Solution:

Lumière had been using a custom system built into their intranet, but they could never see the status of individual requests and many of them were getting lost somewhere. The business leaders were able to create the entire process on their own in Kissflow Workflow and could immediately see the impact. It allowed them to communicate better across departments and keep their staff numbers low.

[Read full case study](#)



BPM brought to you by Kissflow Workflow

Kissflow Workflow is an end-to-end business process management platform that provides a framework to manage workflows and power your process optimization efforts with ease. It is the only BPM platform available globally that allows you to build both structured and unstructured processes in a matter of 15 minutes. It offers a simple visual interface, with drag-and-drop features to create pre-populated fields and tables to design logic-based forms.

It is a robust BPM platform designed to effectively streamline various processes, giving agility and flexibility to run business operations hassle-free. Kissflow Workflow offers API integrations, which allow businesses to integrate the platform with several third-party solutions, such as Zapier, Dropbox, DocuSign, Salesforce, and QuickBooks. With its powerful reporting and analytics features, business users are provided with valuable insight that can guide their process improvement efforts.



All-in-one platform designed to simplify
your business processes

Kissflow BPM



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