



CLEVELAND & ASSOCIATES

Empowering Businesses

Customer Experience, Operations Management & Operational Discipline

Customer Journey Mapping

Understanding the actions, motivations, questions, and barriers at each step in the journey of a customer from advertising (first engagement) to purchase of a product or service, and customer experience and feedback after the close of the sale is crucial to business success.

An effective Customer Journey Map illustrates each step of customer engagement with a company's product, online experience, retail experience/customer service, either individually or in any combination.

Using a variety of tools, our experts create a detailed Customer Journey Map, enabling a company to anticipate customer needs, craft messages appropriate for customer engagement, and provide a superior customer experience.

Production & Operations Management

Efficient operations and production processes require analysis, modeling, and decision-making of both technological (machines and tools) and organizational (labor and information) elements.

Combining people skills, creativity, rational analysis, and knowledge of applicable technology, our experts create techniques that monitor for efficient use of resources in production processes, and effective customer service delivery.

Production and operations disciplines and management techniques include:

Business Process Management

Using the Business Process Management (BPM) approach, we design an effective, efficient work flow for the organization, with the capability to adapt to an ever-changing environment.

Process Re-engineering

Our Business Processing Re-engineering (BPR) system enables organizations to dramatically improve customer service, cut operational costs, and become world-class competitors, by re-thinking how they approach work performance.

Statistical Process Control

Drawing upon the disciplines of Six Sigma, DMAIC, and DFSS, our experts design a Statistical Process Control (SPC) method to monitor and control goods and services production processes to ensure maximum potential operations.

Lean Operations

Our experts devise Lean Operations methods to eliminate the waste within a production process, including that created by overburdened production assets and uneven workloads.

Work Management & Logistics

Effective work management requires that the firm create full transparency for all the work being managed, have full transparency for all the resources employed to complete the work, develop an effective and efficiency work routing and assignment disciplines, and then monitor progress and productivity of the work after assignment. Many firms lack any number or all of these key aspects of work management and logistics. Our engagement will provide any firm with the most efficient and effective techniques for work triage, assignment, and management.

Supply Chain Management

A supply chain is the interconnected networks, channels, and node businesses involved in the production of goods and delivery of services required by end-use customers.

Supply Chain Management (SCM) applies to the flow of production and delivery of both goods and services. SCM encompasses every aspect of design, planning, execution, control, and monitoring of supply chain activities. Its objective is to create net value, build a competitive infrastructure, leverage logistics, synchronize supply with demand, and measure performance across all locations.

For tangible products, SCM includes movement and storage of raw materials, work-in-progress inventory, and finished goods, from the point of origin to the point of consumption.

In the case of services, SCM applies to the digitization and sourcing of work activities.

Our team leverages the company's operations management, logistics, procurement, and information technology to provide an integrated approach.



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