



Business Process Mapping: Improving Customer Satisfaction

J. Mike Jacka, Paulette J. Keller

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Praise For *Business Process Mapping: Improving Customer Satisfaction, Second Edition*

"A must-read for anyone performing business process mapping! This treasure shares step-by-step approaches and critical success factors, based on years of practical, customer-focused experience. A real winner!"
—**Timothy R. Holmes**, CPA former General Auditor, American Red Cross

"Paulette and Mike make extensive use of anecdotes and real-life examples to bring alive the topic of business process mapping. From the outset, this book will engage you and draw you into the world of business process mapping. Who would have thought that reading about business process mapping could make you smile? Well, Mike and Paulette can make it happen! Within each chapter, the authors provide detailed examples and exhibits used to document a process. Each chapter also includes a 'Recap' and 'Key Analysis Points' which enable the reader to distill the highlights of the chapter."

—**Barbara J. Muller**, CPA, CFE, Senior Lecturer, School of Accountancy W. P. Carey School of Business, Arizona State University

"Keller and Jacka cut through the drudgery of process mapping with a path-breaking approach that enables the reader to better understand processes, how they work and how they work together toward successful achievement of business objectives. With great style and flair, this book will provide you with a different way of thinking and new tools to assist you in process analysis and improvement. This book is a must-read for auditors, risk managers, quality improvement management, and business process engineers."

—**Dean Bahrman**, VP and Internal Audit Director (Retired) Global Financial Services Companies

"Mike Jacka and Paulette Keller show their expertise with the application of business process mapping in increasing customer service and satisfaction in this updated and expanded edition of this popular book. With clear, practical examples and applications, this book shows the writing talents of both authors, and it will be used over and over by those from all lines of industries and professions. Kudos for a job well done!"

—**Joan Pastor, PhD**, Founding Partner, Licensed Industrial-Organizational Psychologist JPA International, Inc., Beverly Hills, California

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