



Business Process Blueprinting: A Method for Customer-Oriented Business Process Modeling

Michael Hewing

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Though customer orientation is recommended in Business Process Management, current modeling methods still have a strong focus on the company's processes. To ensure a long-lasting requirement of a firm's service, one should consider the customer activities in order to offer an added value that effectively addresses his or her needs. Thus, the customers' perspective and their process chains before, during and after the interaction need to be captured in Business Process Management. Michael Hewing takes a design-oriented research approach to show how the integration of well-grounded marketing methods enables the visualization and analysis of the customer's point of view in Business Process Management. By enhancing this method, information on usage processes as well as on the value-in-use can be provided for a comprehensive and process-based customer management.

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