



PROCESS  
OPTIMIZATION

**PROGRAM**

**Maximize**  
operational capacity

**Improve**  
quality and efficiency

**Elevate**  
customer satisfaction

**Reduce**  
overall costs

Part of a series of  
*Experience* solutions provided by  
PROFIT INSIGHT®

# WorkOUT™

Process Optimization

WorkOUT™ improves customer experience and value by analyzing and adjusting business procedures. The goal of WorkOUT™ is to minimize cost while maximizing throughput and efficiency.

WorkOUT™ uncovers substantial benefits by analyzing three main characteristics of client operations:

#### **PROCESS DESIGN:**

Every activity in each process should be aligned with the perceived customer value and specific corporate objectives. Appropriate controls are required to ensure the capture of performance metrics used to measure value and waste components.

#### **PROCESS FUNCTION:**

Some processes may be deeply embedded into an organization without fully understanding their relation to key objectives. Opportunities to eliminate waste and costs are created from legacy work-flows that have become labor intensive or provide little value to the customer.

#### **PROCESS VALUE:**

Many process improvements will result in direct savings, while others will generate 'soft dollar' benefits to the institution. These include missed revenue from customer interactions, ineffective transaction management, disengaged customers and more.

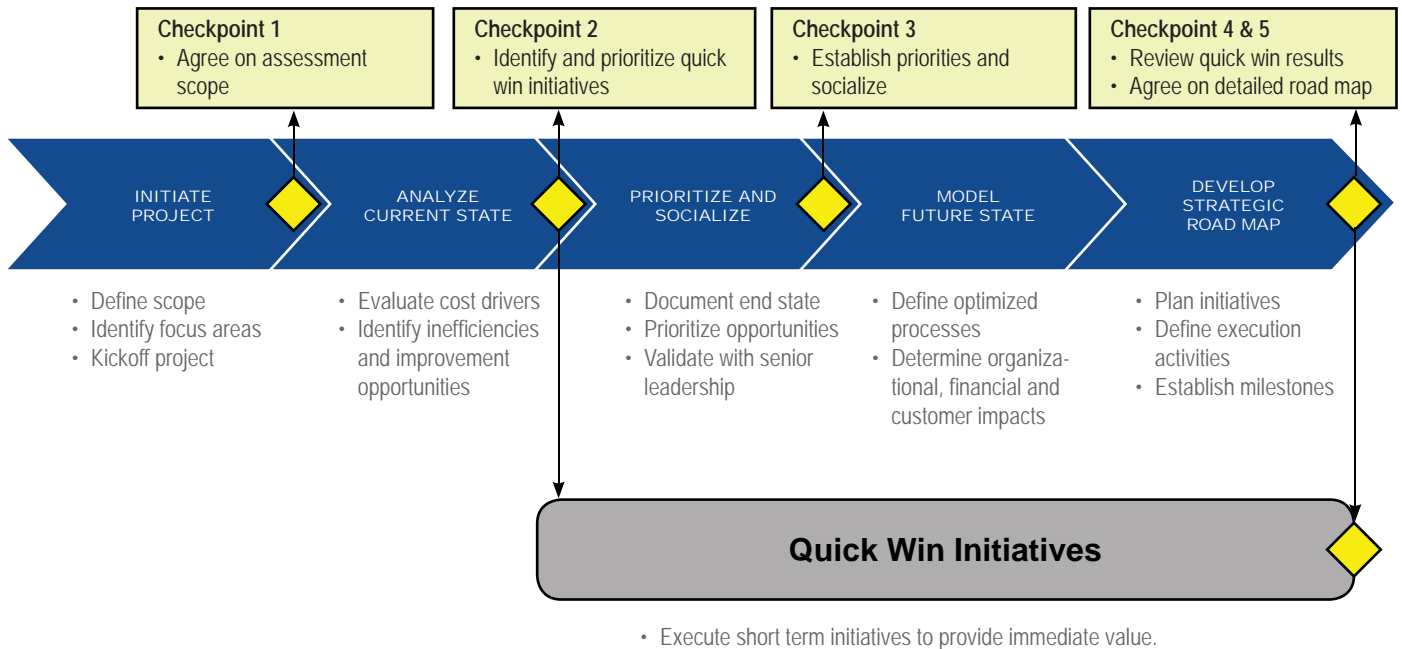
*By identifying new opportunities in every aspect of our clients' operations, WorkOUT™ ensures process adjustments are defined successfully, adopted quickly and executed efficiently to improve customer value.*

#### *Areas of Focus*

Process ...

- Relevance to the customer
- Identification
- Alignment with corporate objectives
- Effectiveness
- Efficiency
- Cost validation
- Quality and value

## A defined approach to process optimization



**Do today what will help you tomorrow.™**

Leveraging collected data and utilizing various tools, new solutions are introduced to the business by:

- **Assessing Current Capabilities** – Leverage knowledge of the existing processes to perform a gap analysis comparing current and future state capabilities.
- **Qualifying Opportunities** – Analyze the impact, cost, and business priority of changes to qualify opportunities.
- **Prioritizing Recommendations** – Apply tools and methods to refine opportunities into actionable initiatives.

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For over *forty* years, our customers on *six* continents, have realized over *forty* billion dollars of incremental financial opportunity!



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