Canopus
Business Management Group

LIVE CASE STUDY – PROCESS MAP

Company Process Document highlighting the flow of work. Map this using cross-functional process mapping technique.

At Clearcalls Ltd., prospects are usually encouraged to walk-in to the stores for enquiry. Phone enquiries are informed to visit the store to collect/submit the application form. At the store, an electronic token system is followed. So, prospects have to pass through two queues before meeting an executive.

In the first interaction, the application form is handed over. Subsequently, prospects will have to return back with a completed application form, and supporting documents of proof. They can drop the completed application form in drop box at different stores. At the end of the day, the drop boxes are cleared, and a stores executive will verify the applications for grossly incorrect applications, stamp them with a 'Received' stamp, and bundle them. The runner will collect the bundles from all stores and bring them to city office.

At the city office, the scanning department executive will scan all documents and upload them to the application queue.

National centralized back-office in Hyderabad will process the documents. The receiving department will review the application queue, group application forms by circle, and push them into the respective circle queues. Each circle has a dedicated team. The regulatory requirements for each circle are different; due to additional security requirements for State Government Police Dept.

In the circle team, the team leader will allocate the applications to team members who will pick up applications in the order queued and start processing them. They will check for consistency of fields, legibility, authenticity of the supporting documents, etc., they approve or reject applications and update the system accordingly.

Application forms which are as per norms will also be updated in the system. The physical application forms will be submitted to the team leaders. He will randomly check some physical applications, but will have to approve 100% of applications in the system including rejected applications. If there are

exceptions, he has to submit them to his manager for approval at the end of the day. On manager's approval they will move to payment processing. Cheques of successful applications are then further sent to the payment department for processing. On successful clearance of a cheque, the payment executive updates the system and finally the customer account number is generated.

Next stage is activation. The activation team will identify the area within each city and check on their system to see if they have wiring in that area. Their database is not often well updated. So after a cursory check, they will identify who is the Service Affiliate and allocate all cases to their respective Vendor Relationship Managers.

Each Vendor Relationship Manager will review the applications at the end of the day, and will in-turn allocate those which are physically close to the service affiliates at that moment. The service affiliate team manager will in turn allocate work to the line man. The line man will physically visit the customer location and check for cabling. If cables are not available (beyond 200 mts), the service affiliate manager needs to get a special approval from the Vendor Relationship Manager to install them. This might take few days depending on the length of wire needed; as it is a business decision.

The Service Affiliate Executive will call the customer to find out their availability. Depending on the availability, they will complete the wiring and installation.

On successful installation, after 2 days, the customer on-boarding team will call the customer to validate if everything is working as per requirement.