



Kundenorientierte Prozessverbesserungen: Konzepte und Fallstudien (German Edition)

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Kundenanforderungen und Kundenzufriedenheit sind Ausgangspunkt für die Gestaltung bzw. Reorganisation der Geschäftsprozesse eines Unternehmens. Das vorliegende Buch zeigt auf, wie kundenorientierte Prozessverbesserungen durchgeführt werden, um die Wettbewerbsfähigkeit zu stärken. Dabei gehen die Autoren besonders auf die Erhebung von Kundeninformationen, die Bestimmung von Schlüsselprozessen und die Prozessbewertung ein. Der zweite Teil des Buches enthält Fallstudien mit kleinen und mittleren Unternehmen der Eisen- und Stahlverarbeitenden Industrie, der Elektro-, der Konsumgüter- und der Textilindustrie. In diesen Fallstudien werden die Bausteine des im ersten Teil behandelten Konzepts praxisnah dargestellt.

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