



Customer Experience Analysis



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1. INTRODUCTION

This document outlines the results obtained from a study that has been undertaken by the AURA Consultancy Department throughout 2011, focused on companies that use the AuraPortal BPMS. The study has been centered in how AuraPortal has improved certain areas of business based on the automatic management of processes.

The areas that have been studied are: **Costs, Income, Errors, Analysis and Decisions, and Efficiency.**

The study has collected data relative to these areas from over 200 customers, before and after the implementation of AuraPortal, concentrating mainly on their evolution during the two years successive to the product implementation.

The customers that have participated in the study belong to the following Sectors: Public Administration, Industry, Energy, Financial Institutions, Insurance, Health, Education, Services and Telecommunications.

2. RESULTS OF THE ANALYSIS

2.1. PREVIOUS INDICATIONS

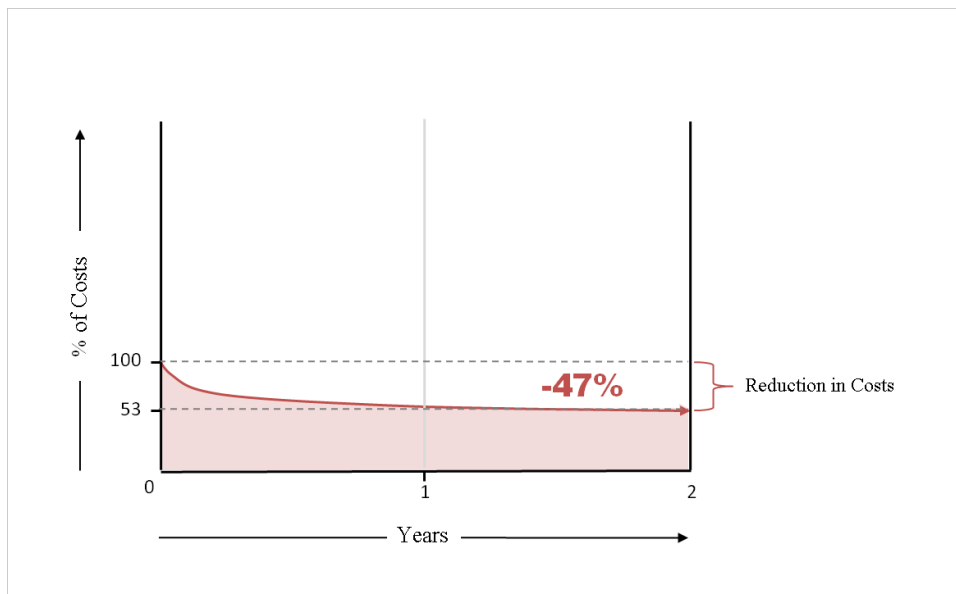
Before reading the results of the analysis of the studied areas, it should be indicated to the reader that the figures shown are the mean percentage of the sum of the 200+ companies and organizations that have participated.

Furthermore, the percentage figures are the result of the changes due to the processes that have been automated with the AuraPortal BPMS.

Each company and organization has automated between 1 and 5 processes that can be classified in the following areas: Business Administration, CRM, SCM, Financial Management, Manufacturing, Human Resources and Regulations, as well as other more specific areas.

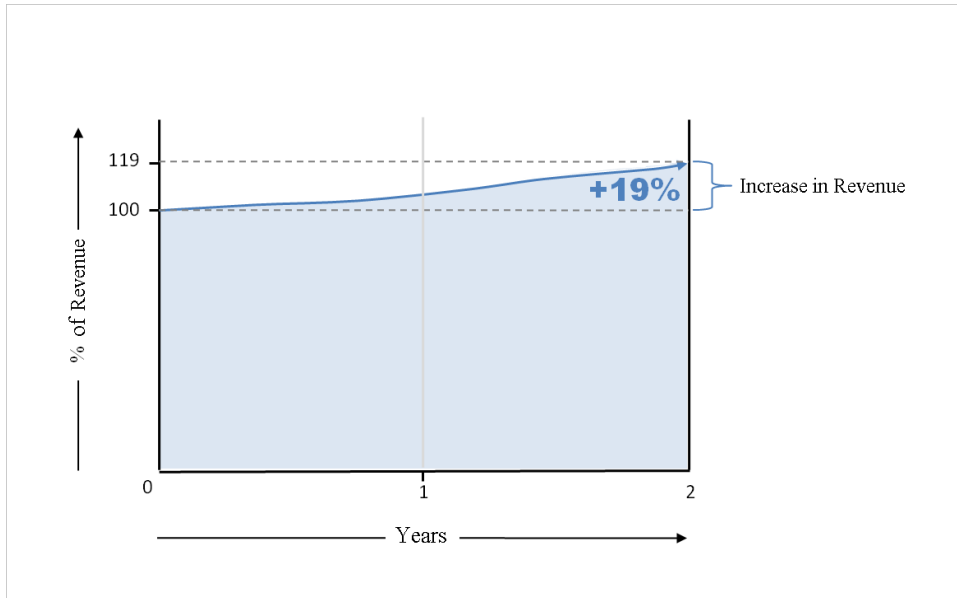
2.2. COST ANALYSIS

In the figure below we can see that during the first year the percentage of the costs was greatly influenced showing a sharp decline, then in the second year it gradually became more levelled, although still declining progressively. The result is that companies using the AuraPortal BPMS, experience an average costs reduction of 47%.



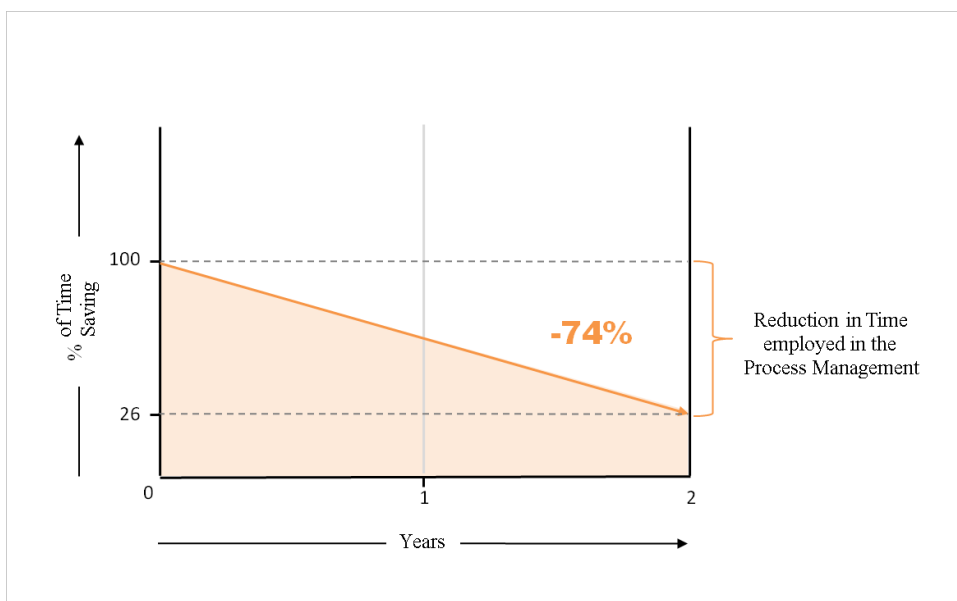
2.3. REVENUE ANALYSIS

We can see here that throughout the first year the percentage of revenue was not greatly affected, but during the second year it grew progressively. The result is that companies using the AuraPortal BPMS, experience an average increase in revenue of 19%.



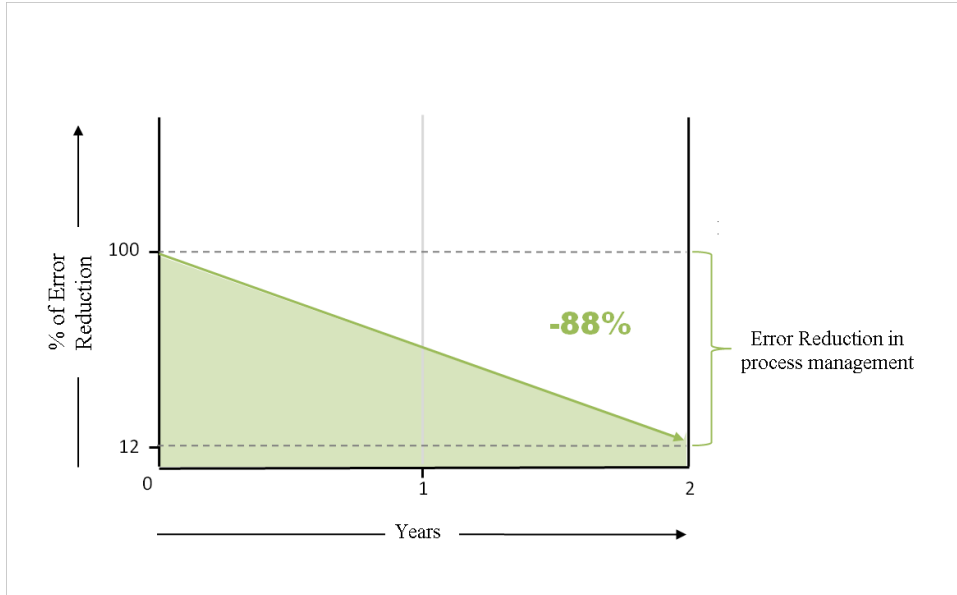
2.4. ANALYSIS OF THE TIME EMPLOYED IN PROCESS MANAGEMENT

In this figure we can observe that both the first and the second year saw a continuous reduction in time. The result is that companies using the AuraPortal BPMS, experience an average time reduction of 74%.



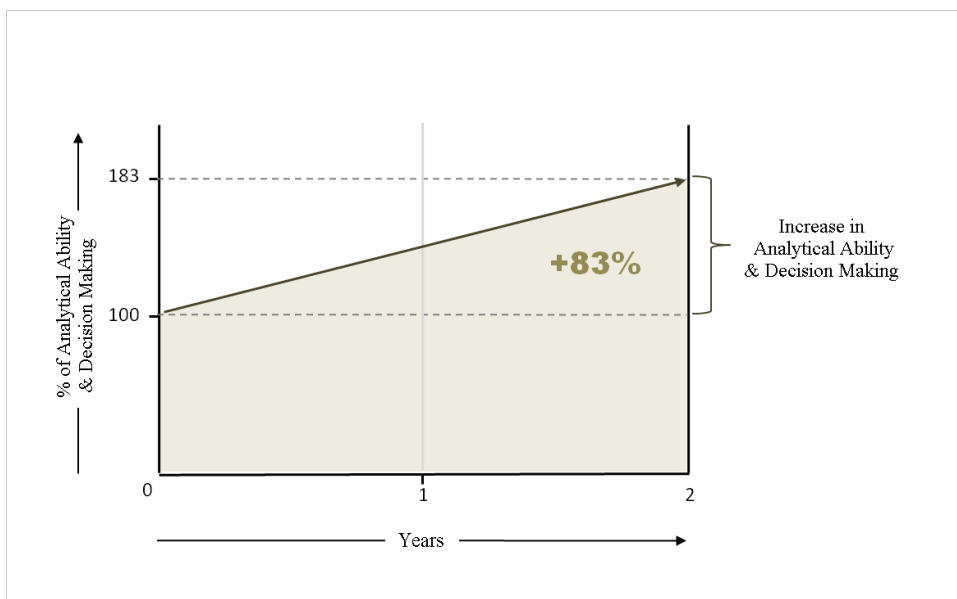
2.5. ANALYSIS OF ERRORS IN PROCESS MANAGEMENT

This figure shows us how during the first two years the decline in errors committed in the Processes has decreased at an outstanding rate. The result is that companies using the AuraPortal BPMS, experience an average reduction of errors of 88%.



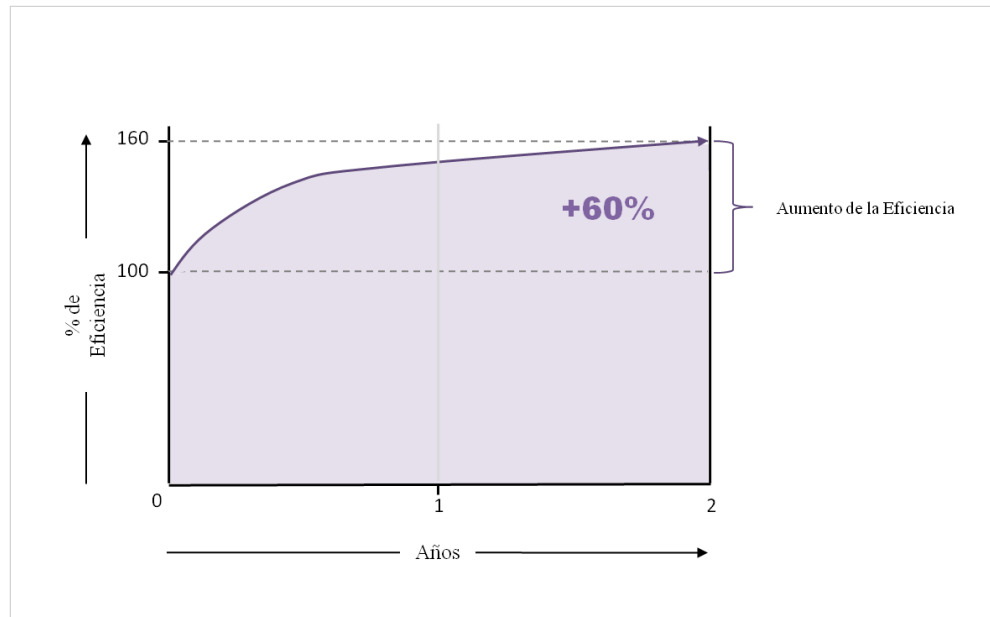
2.6. ANALYSIS OF ANALYTICAL ABILITY AND DECISION MAKING

The gradual increase in ability, both in the first and second year, is the highlight of this figure. The result is that companies using the AuraPortal BPMS, experience an average increase in analytical ability and decision making of 83%.



2.7. EFFICIENCY ANALYSIS

As can be observed in this figure, during the first year the percentage of efficiency was greatly influenced showing a very pronounced climb, then in the second year it gradually became more levelled, although still with a progressive rise. The result is that companies using the AuraPortal BPMS, experience an average increase in efficiency of 60%.



3. CONCLUSIONS

It is indisputable that the implementation of the AuraPortal BPMS for the automation of processes in companies and organizations is always beneficial.

The saving in costs is one of the most important reasons for implementing the AuraPortal BPMS.

The processes also help to increase revenue, making it possible to offer a better service to customers, automating the management of marketing campaigns and potential customer follow up, etc., thus increasing their loyalty.

The cost saving and revenue increase are closely related to the reduction in time employed in the process management. With the AuraPortal BPMS, tasks can be automated to be executed by the system, without human intervention.

Thanks to the automation of the processes, the errors committed when the same processes were managed manually, almost completely disappeared. This has led to the information being consistent, reliable and secure.

If we add to the reliability of the data, that it can be extracted and analyzed by the AuraPortal BPMS at different levels through the BAM (Business Activity Monitoring), BI (Business Intelligence), Balanced Scorecard, KPI's (Key Performance Indicator), etc., the result is an increase in analytical ability and therefore in the decision making.

The efficiency, which is the achievement of an objective at the lowest possible unit cost, has been one of the indicators born of the cost and time savings due to the BPMS. The optimal use of the available resources, thanks to the BPMS, makes it possible to achieve the desired objectives.

It must be added that companies using the AuraPortal BPMS have also experienced improvements related to:

- ✓ Homogeneous and predictable results
- ✓ The ability to cater to larger volumes of work more accurately
- ✓ Quick implementation of new business strategies
- ✓ Continuous improvement and Optimization of resources
- ✓ Reduction in the need for training and instruction
- ✓ Consistency of information and service
- ✓ Extends the process and increases collaboration
- ✓ Ensurance that the process and the business politics are met as standard
- ✓ The knowledge is in the organization and not the people