

FRONT LINER REENGINEERING AS A COMPETITIVE ADVANTAGE

CASE STUDY: PT. BANK INTERNASIONAL INDONESIA, TBK.

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Abstract

Services in banking industry have powerful impact on business. Excellent customer service cannot be achieved by delegating the responsibility away. Each customer service program needs full commitment from top management to succeed. If a company seriously rule to make the customer service as its competitive advantage, top management must develop a compelling service strategy.

In facing various competitions today, managers have radically changed the way of thinking and operating. Therefore, to survive, the banking must be capable of astutely identifying and adapting to change. Change is constant in our life. It is not incremental. Nonetheless, it should be brought about by continuously adapting their bureaucracies, strategies system, products and culture.

The new of designing business processes to improve customer service quality with one-stop services

Keywords: Excellent customer service, Business process, one-stop services

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
 CHAPTER 1 INTRODUCTION	
1.1 Background	1
1.2 Problem Statement	2
1.3 Scope of Analysis	3
1.4 Objectives	3
 CHAPTER 2 THEORETICAL FOUNDATION	
2.1 The Customers	5
2.2 Customer Service	6
2.2.1 Capable System and Process	6
2.2.2 Capable People	7
2.2.3 Culture	7
2.2.4 Communication	7
2.3 Business Process Reengineering	8
2.3.1 Understanding the Current Process Flow	8
2.3.2 Challenge the Current Process	9
2.3.3 Explore Redesign Alternatives	9
2.3.4 Examine Information Required to Support New Process Flow	9
2.3.5 Conduct Feasibility Test of New Process Design	9
2.4 The Impact of BPR	10
2.4.1 Maximizing Value – Added Content	10