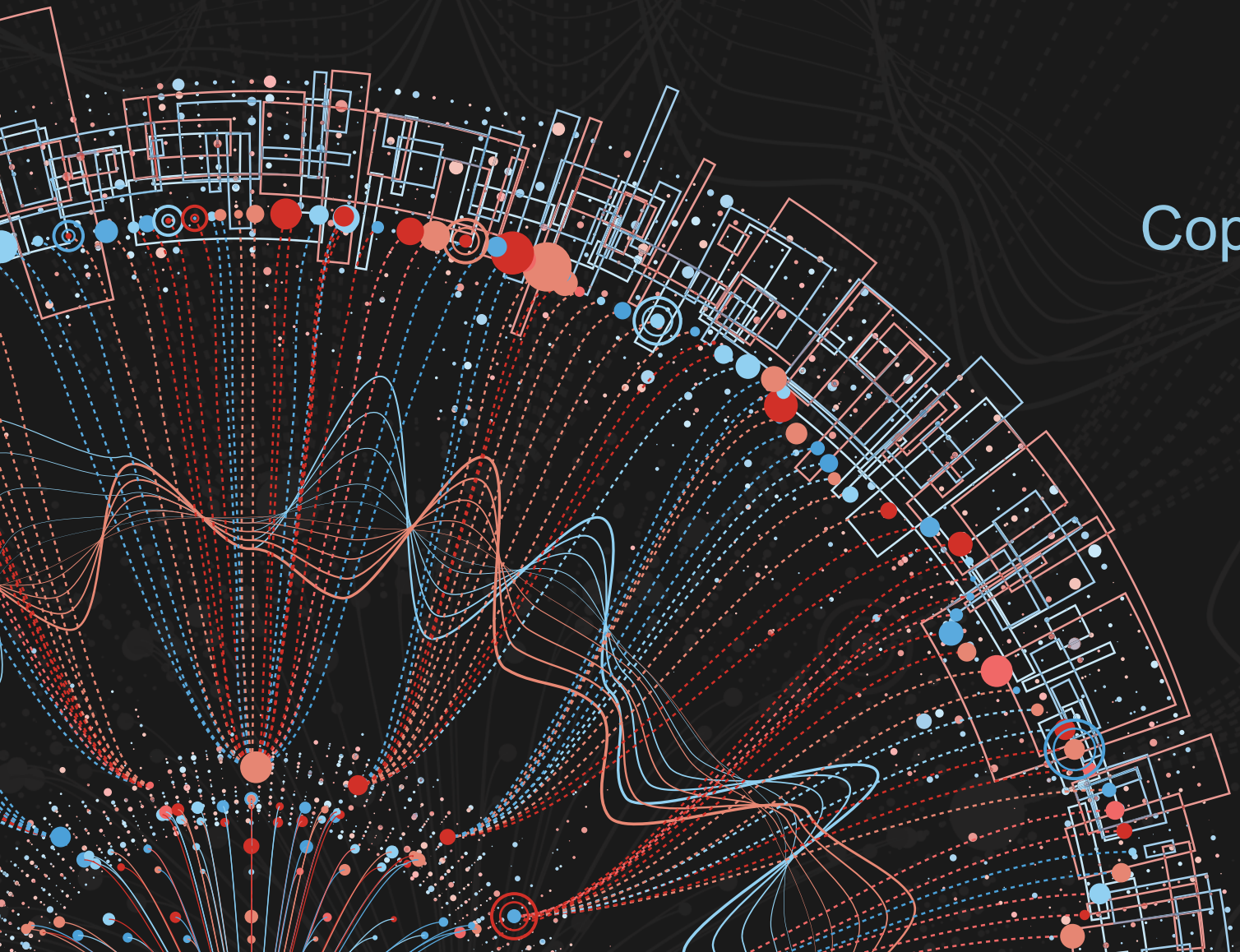

Business Process Reengineering

Copyright Office Modernization Webinar Series

December 18, 2019

The webinar will begin promptly at 1:00 pm EST

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SUBMITTING QUESTIONS

To submit a question, use the Q&A dialog box in the lower right corner. You may submit a question during any portion of this webinar, however, questions will be answered at the end of the presentation.

Please note: we may not be able to answer all questions received in the allotted time. Thank you.

INTRODUCTION TO BUSINESS PROCESS REENGINEERING

Stephen Oswald

Program Analyst
& BPR Project Manager

Craig Lowenstein

Program Analyst

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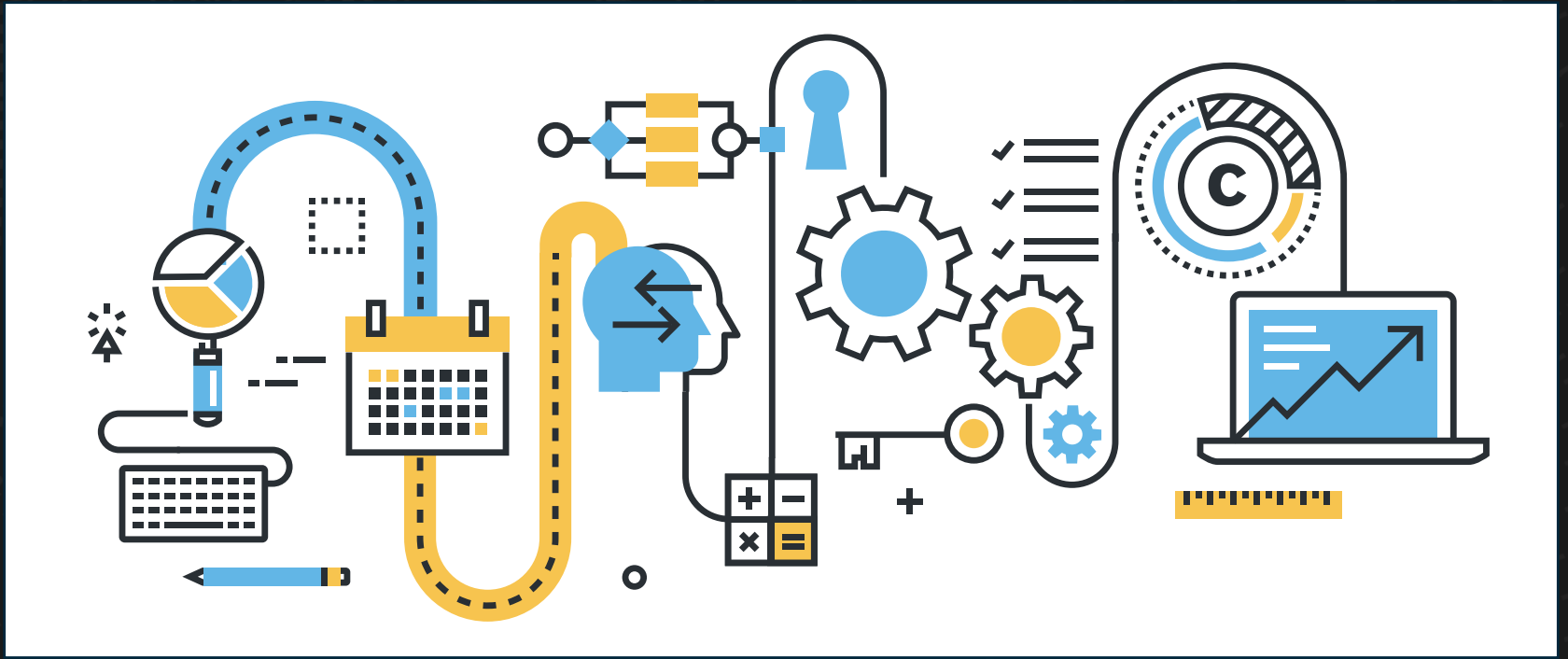
INTRODUCTION TO BUSINESS PROCESS REENGINEERING



A “business process” is a series of related activities or tasks performed to produce a product or a service.

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INTRODUCTION TO BUSINESS PROCESS REENGINEERING

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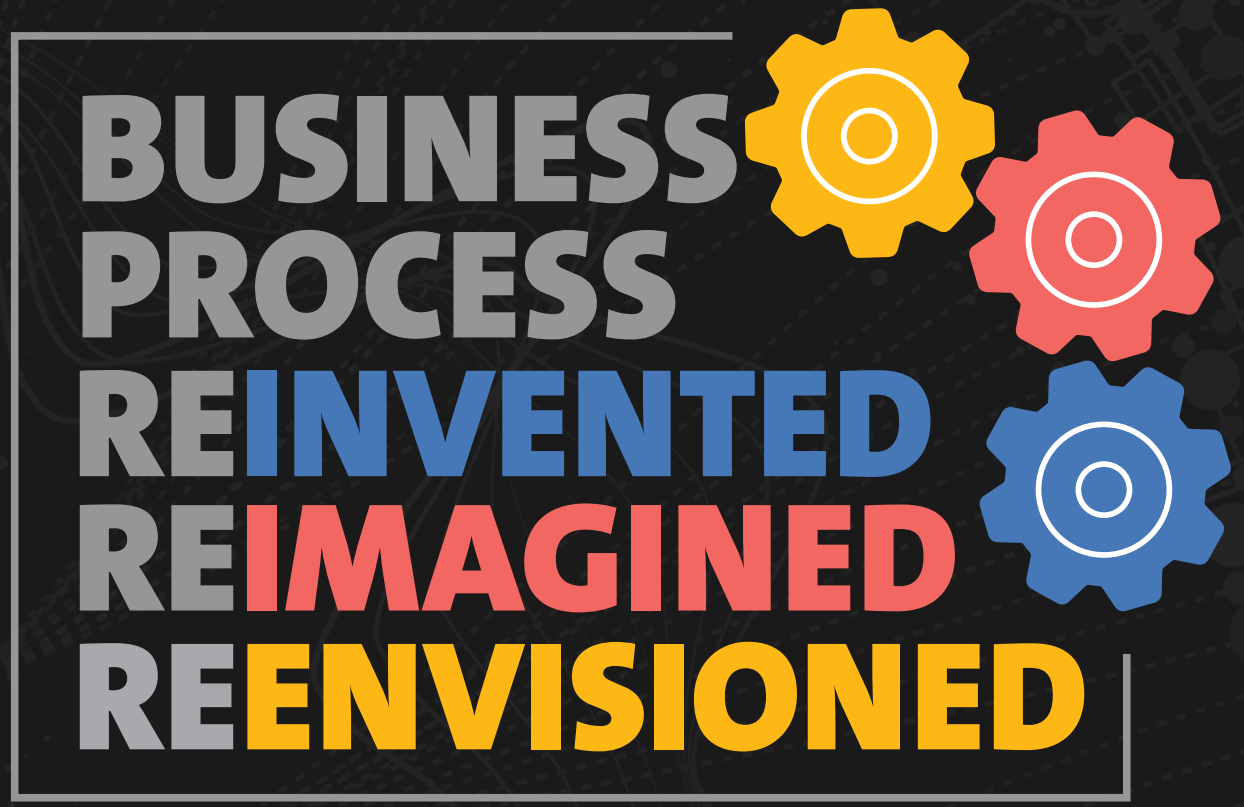
BUSINESS PROCESS REENGINEERING AT THE OFFICE

The end goal of reengineering business processes is an engaged, results-oriented professional workforce that has the tools it needs and is organizationally empowered to provide efficient, high-quality services to stakeholders and the public.



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BENEFITS OF BUSINESS PROCESS REENGINEERING

- Improve operations and services to achieve better processing times and creating timely public records
- Enhance operational efficiencies though use of new or alternate technologies
- Contain costs of registration, recordation, and other Office services
- Strengthen security within the Copyright Office
- Use staff and space efficiently

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WORKFLOW SESSIONS

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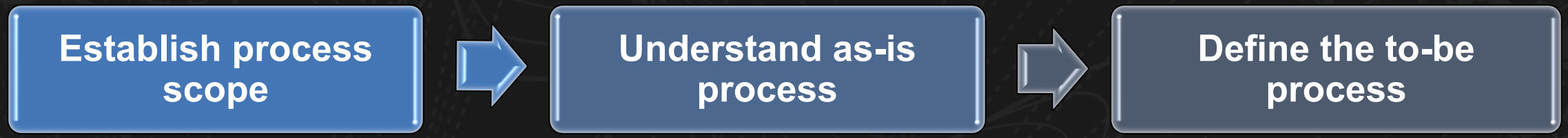
Three Phased Approach



- What is the process?
- Who is involved?
- How is the process currently supported?

More in-depth, nuts and bolts of the process

- What do you do?
- How does the process get done?
- Who gets the work next?

- Prioritize results
- Develop an implementation strategy
- Transition to rethinking and redesigning
- Determine if new processes are effective

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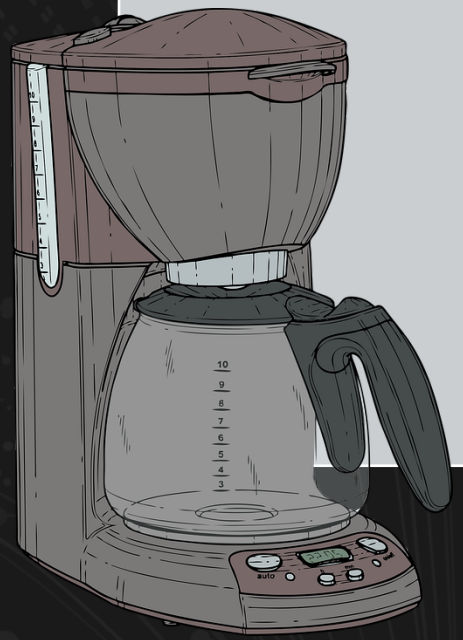
SIPOC

S I P O C

Suppliers	Inputs	Process	Outputs	Customers
• Grocery store (for coffee beans)	• Water • Ground coffee beans • Coffee maker • Coffee mug	• Grind coffee beans • Place coffee beans in filter • Put filter in coffee maker • Fill coffee maker with water • Press start button	• Pot of coffee	• You



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Waste Analysis

Waste can be defined as anything that causes inefficiencies, which in turn often result in loss of timeliness and lower user satisfaction with services.

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DEFINE FUTURE STATE

Strategy and Governance

Service Delivery Model

Operations

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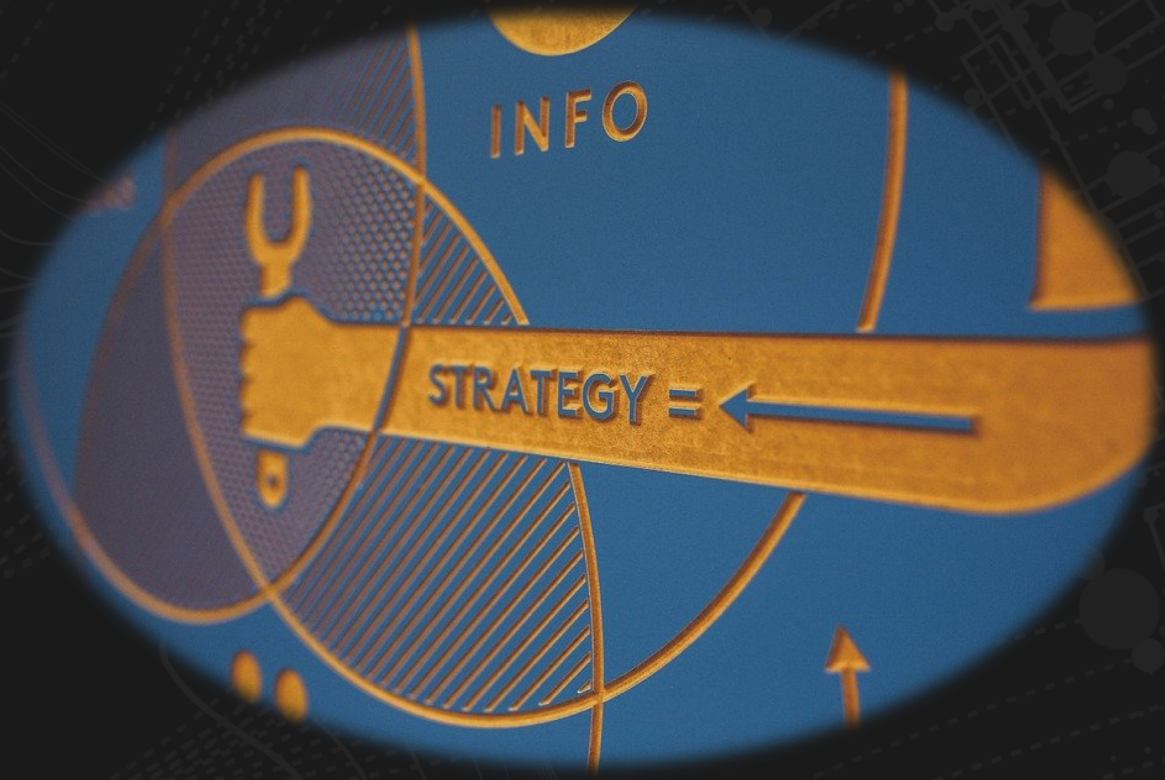
DEFINE FUTURE STATE: STRATEGY AND GOVERNANCE

Aligning with the Office's Strategic Plan
www.copyright.gov/reports/strategic-plan

Establishing and communicating customer service standards

Increasing a business unit's ability to deliver against its mission and business objectives



DEFINE FUTURE STATE: SERVICE DELIVERY MODEL

Optimize customer experience

- Increasing timeliness
- Reducing wait times & backlogs

Enhance service quality

- Increase responsiveness
- Reduce errors

Create a transparent customer service

- For example, self-service tools and workflow tracking

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DEFINE FUTURE STATE: OPERATIONS

Address known challenges

Reduce cost of operations

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NEXT STEPS

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Questions?

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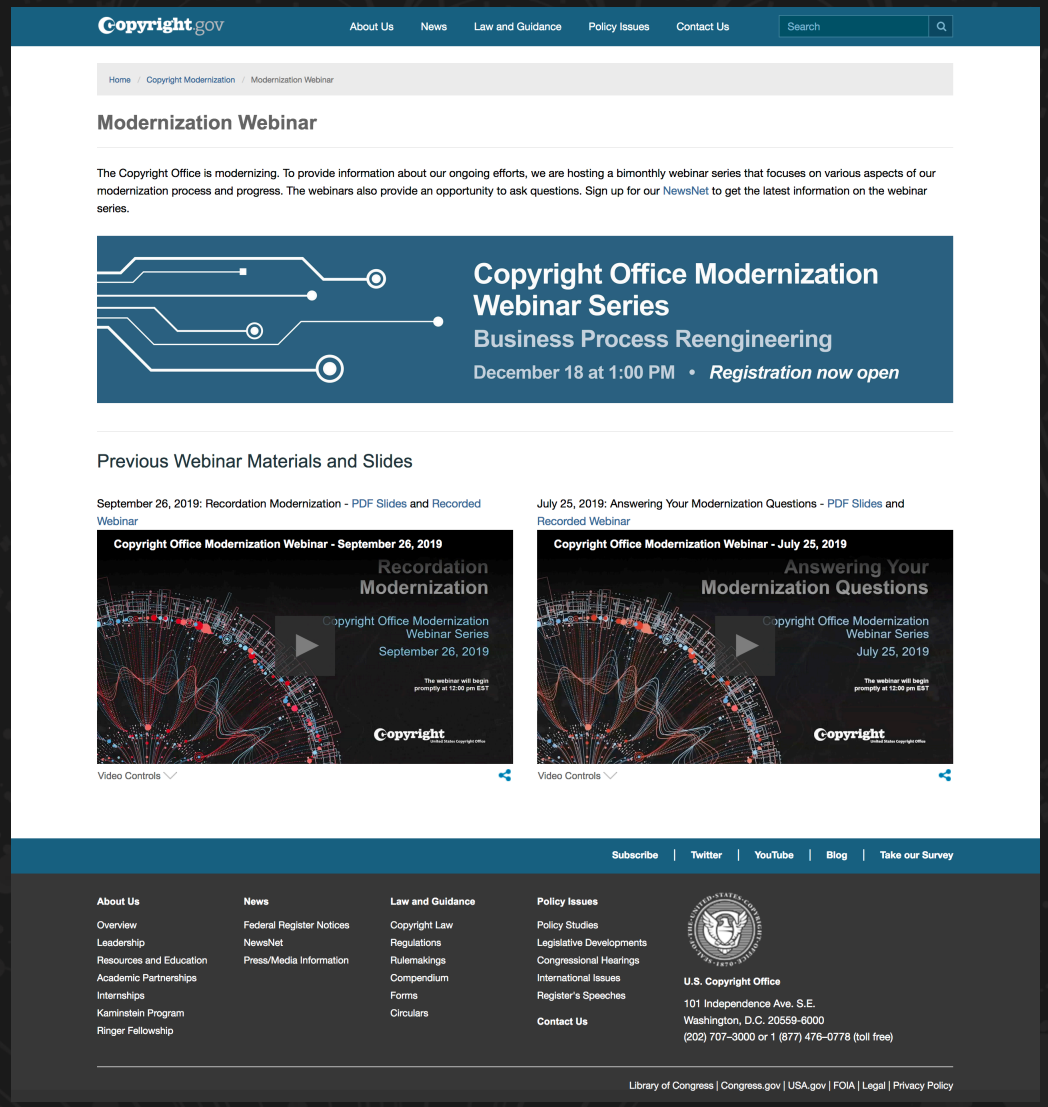

Learn More

For More Information:

copyright.gov/copyright-modernization

Send Questions To:

askcmo@copyright.gov

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