The webinar will begin promptly at 1:00 pm EST
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

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Program Analyst
A “business process” is a series of related activities or tasks performed to produce a product or a service.
INTRODUCTION TO BUSINESS PROCESS REENGINEERING

- alignment
- timeliness
- cost of operations
- challenges
- customer experience & service quality
- business objective
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.
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
Three Phased Approach

Establish process scope

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

Understand as-is process

More in-depth, nuts and bolts of the process
- What do you do?
- How does the process get done?
- Who gets the work next?

Define the to-be process

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

More in-depth, nuts and bolts of the process
<table>
<thead>
<tr>
<th>Suppliers</th>
<th>Inputs</th>
<th>Process</th>
<th>Outputs</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery store (for coffee beans)</td>
<td>Water</td>
<td>Grind coffee beans</td>
<td>Pot of coffee</td>
<td>You</td>
</tr>
<tr>
<td></td>
<td>Ground coffee beans</td>
<td>Place coffee beans in filter</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coffee maker</td>
<td>Put filter in coffee maker</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coffee mug</td>
<td>Fill coffee maker with water</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Press start button</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Coffee maker
- Coffee mug
- Ground coffee beans
- Water
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.
DEFINE FUTURE STATE

Strategy and Governance

Service Delivery Model

Operations
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
DEFINE FUTURE STATE: OPERATIONS

Address known challenges

Reduce cost of operations
NEXT STEPS
Questions?

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