



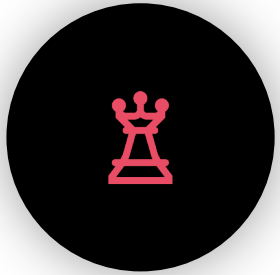
MINAUTICS

... aligning efforts for operational excellence



Opening Talk: Kompetenzen für die Digitalisierung





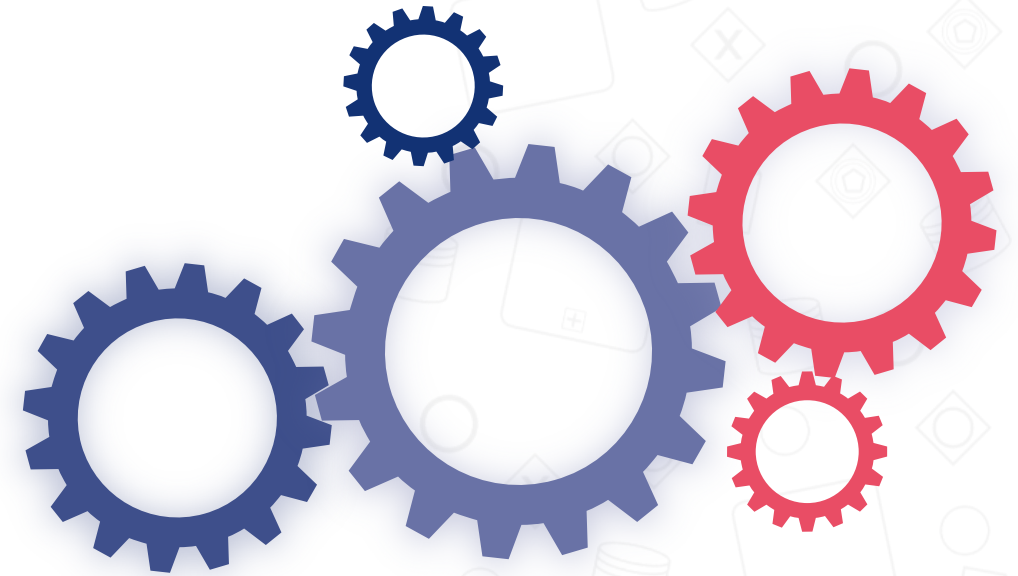
– Über uns
Wer sind wir?

— Unsere Vision: Gute Prozesse



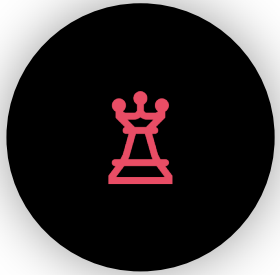
Wir glauben, dass kein Mensch in schlechten Prozessen arbeiten oder Opfer eines schlechten Prozesses werden muss.

Wir befreien Menschen von ineffizienten und ermüdenden Prozessen, denn wir glauben, dass Menschen ebenso bedeutsame und wertgeschätzte Arbeit erbringen wollen wie auch Ergebnisse kundenorientierter und effizienter Prozesse empfangen wollen.



Unternehmen	MINAUTICS GmbH
Gegründet	2010
Büros	Berlin (HQ), Gladbeck
Geschäftsführer	Björn Richerzhagen
Mitarbeiter	1-5



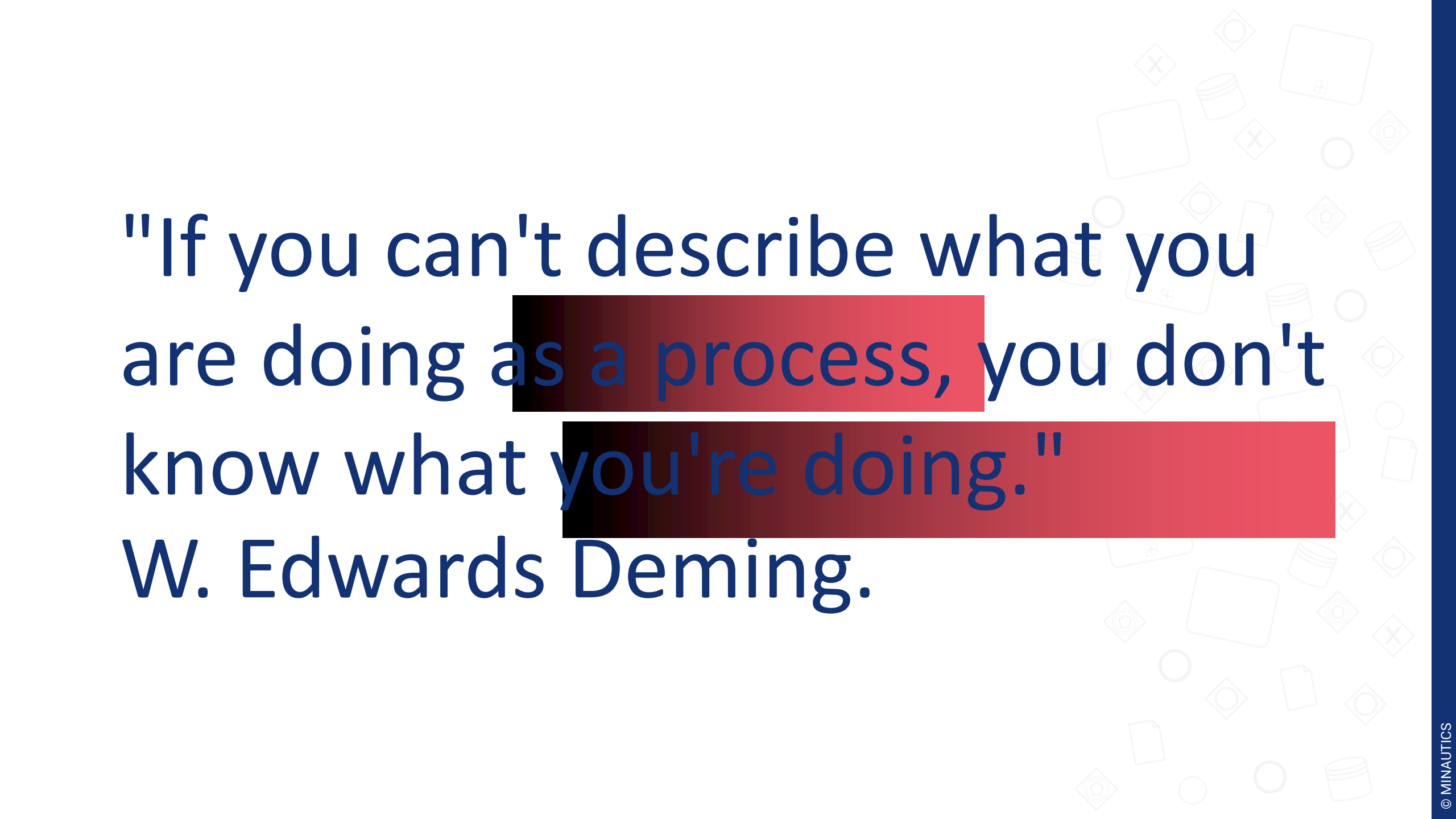


– Was sind
Digitisierungskompetenzen?

— ZWECK

Schnittmengen





"If you can't describe what you
are doing as a process, you don't
know what you're doing."
W. Edwards Deming.

Es braucht mehr

Es braucht Workflow-Analysten

Aufbauorganisation

Kommunikation- und Moderation

Allg. IT-Technologien

Projektmanagement

Modellierung

User-Experience

Systemdenken

Spezielle BPM-Technologien

Change Management

Kosten- und Investitionsrechnung

Anforderungsmanagement

Analyse

Leistungsüberwachung

Entwicklungs- und Testprozesse

Prinzipien der Ablauforganisation und Wertschöpfung

Qualitätsansätze

— HEUTIGER FOKUS

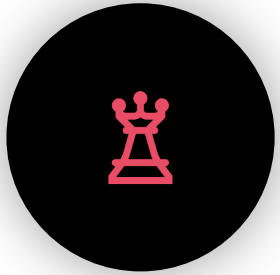
... neben all den anderen Kompetenzen, die man benötigt!

Sprechen



Konsequent sein

Zuhören



– Digitalisierungskompetenz

Zuhören

— WEM MÜSSEN INSBESONDERE ZUHÖREN?

Jill und Jack!

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

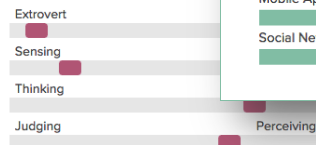
AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized Practical
Protective Hardworking

Bio

Jill is a Regional Director who travels a lot for work. She has a specific room at the hotel she travels, and she often visits the same hotel. She is frustrated that no matter how frequently she travels, she spends hours of her day booking her travel solutions to be as efficient as she is.

Personality



Brands

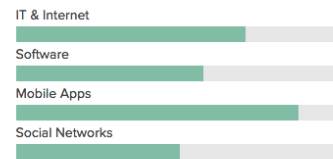


AGE 32
OCCUPATION Operations/Support
STATUS Married
LOCATION Los Angeles, CA
TIER Primary End User
ARCHETYPE The Authentic

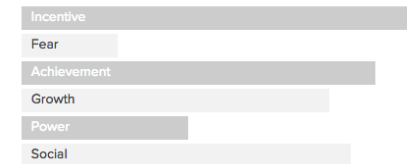
Bio

Jack has been working in support for the past couple years and seems to have knack for it. He is very tech savvy and loves to help others. On a daily basis, he provides customer service and audits accounts focusing on KPI. When there's a problem, he always prefers to deal with clients personally. He wants the system to be easy and intuitive so he can find solutions easily.

Technology



Motivations



Goals

- To reduce churn
- To help educate advertisers
- To transition toward email / automated customer service

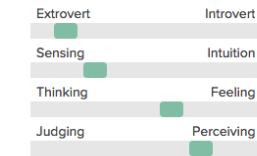
Frustrations

- Confusing UX for advertisers leading to increased tickets
- Logging the calls manually
- Multiple steps to completing a ticket

Brands



Personality

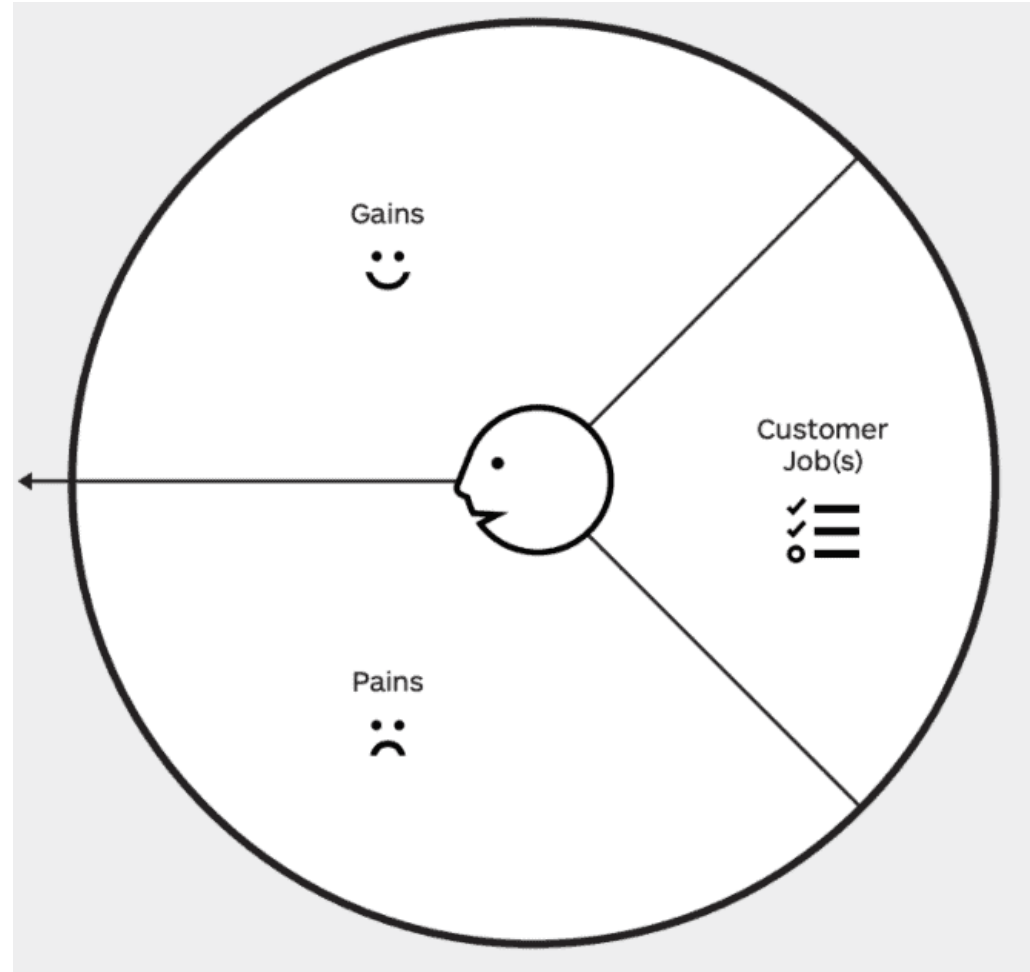


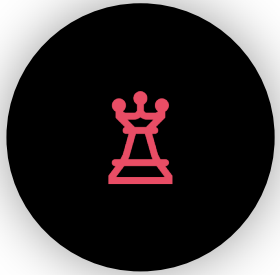
"I want to optimize how the support ticketing system works to give better feedback and quicker turn around time."

Agreeable Accessible
Dependable

— MARKTORIENTIERUNG

Was will der Kunde?



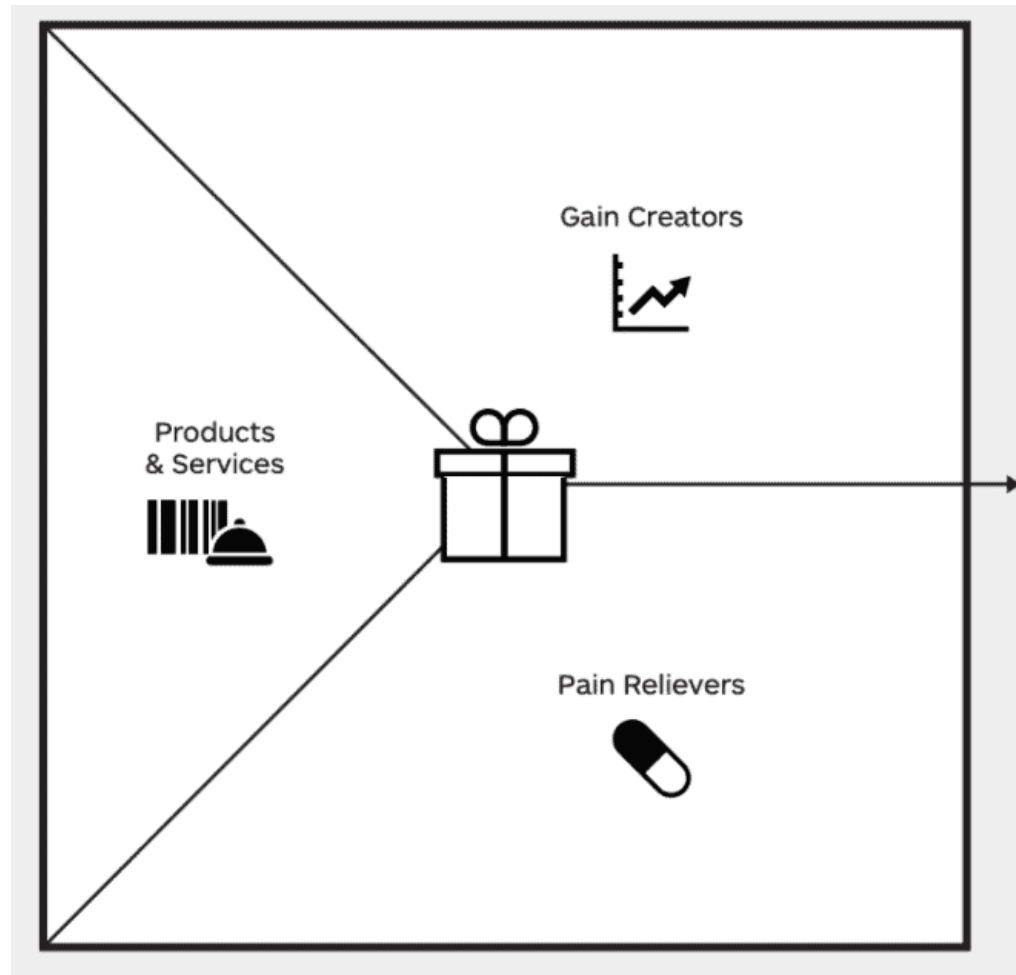


– Digitalisierungskompetenz

Sprechen

— VALUE PROPOSITION

Artikulation eines Wertversprechens! Wie positionieren wir uns?



amazon

The Amazon logo, consisting of the word "amazon" in a bold, black, sans-serif font, with a curved orange arrow underneath it pointing from the 'a' to the 'z'.

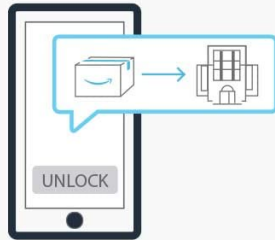


Amazon deliveries made easy

Key for Business streamlines Amazon deliveries to multi-unit buildings and gated communities

What to expect on delivery day

1



Delivery drivers request building access through the Amazon delivery app.

2



Amazon confirms the driver's ID, route, location and time of the request.

3



Delivery drivers are granted time-bound access for the delivery.

4



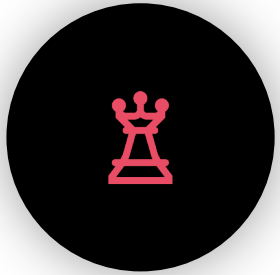
Your residents' packages are securely delivered.

- War mal ein Buchhandel
- Verfolgte das Alleinstellungsmerkmal „als schnellster an die Türschwelle des Kunden zu liefern“ “
- Zeit-fokussiert



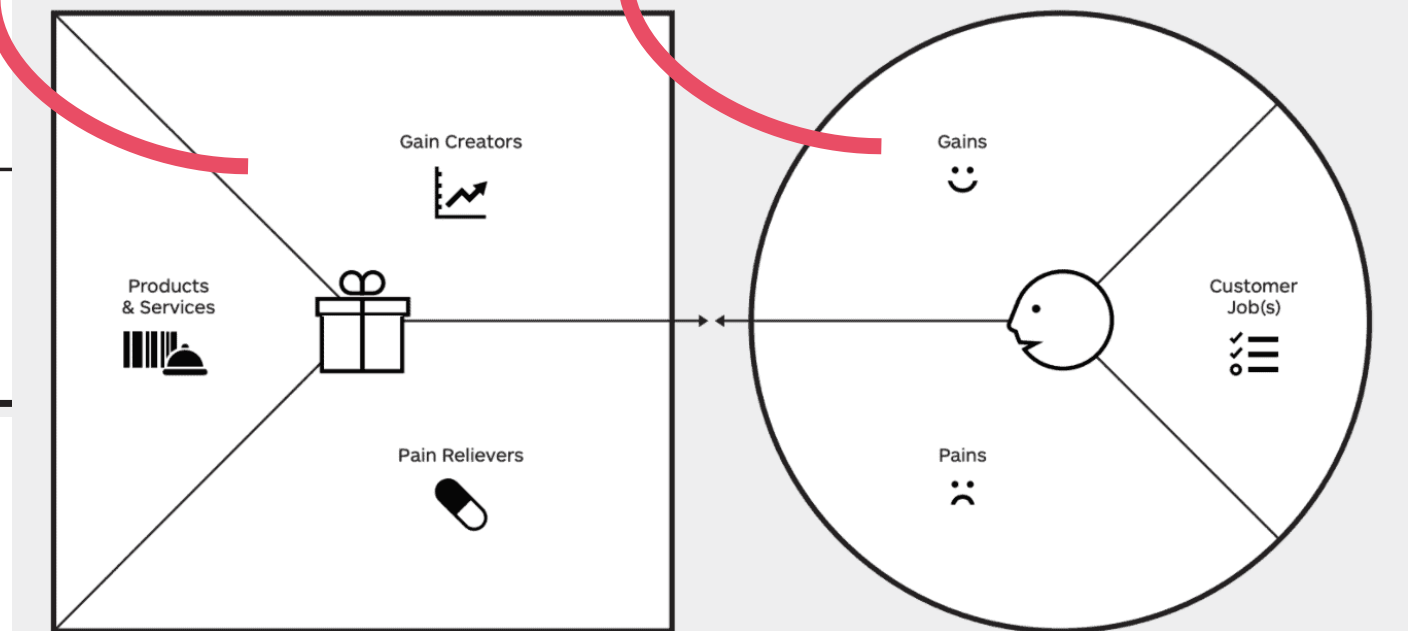
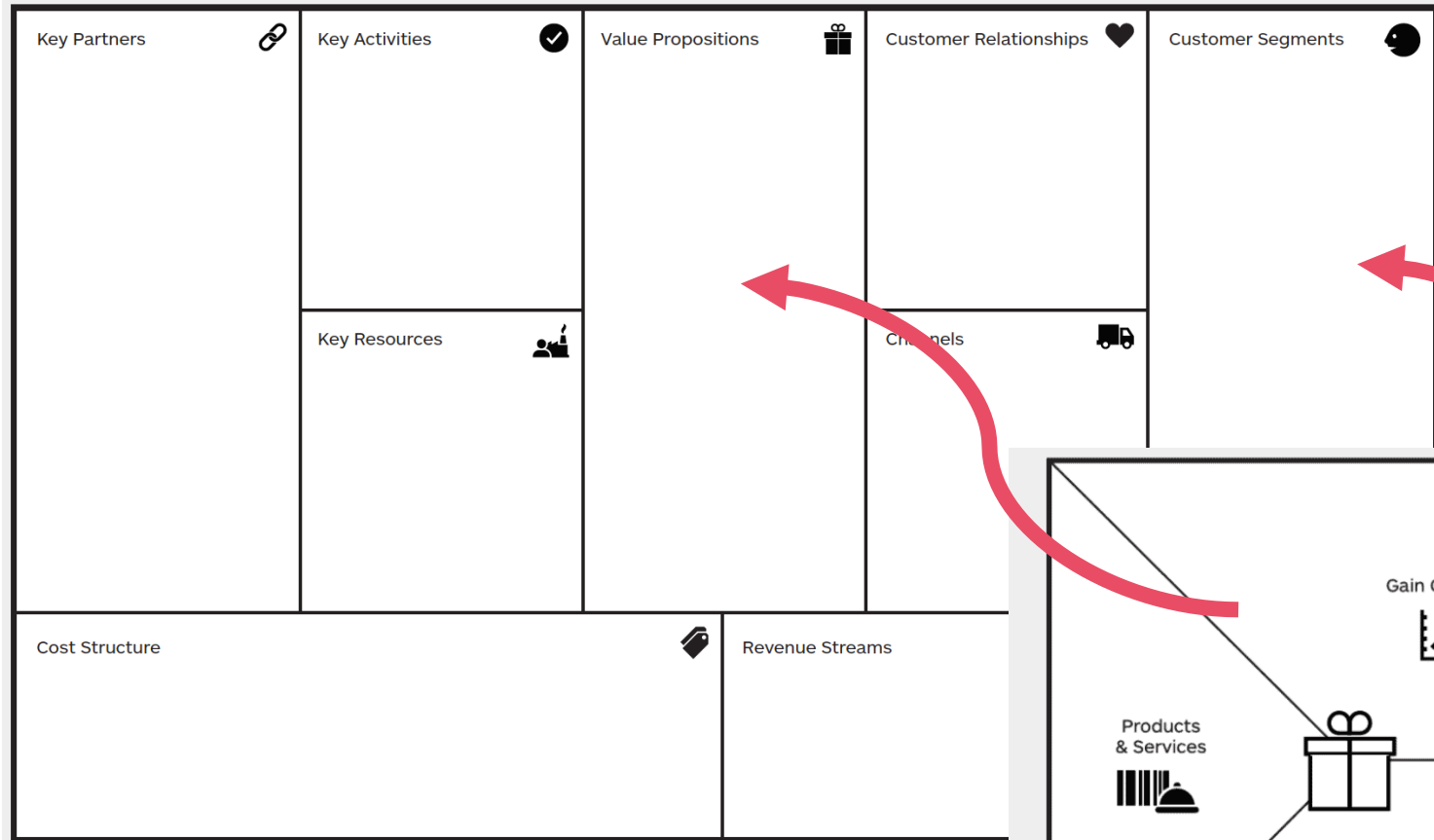
- Traditioneller, stationäre Buchhandel
- Als Reaktion auf Amazon wurde die Alleinstellung „Beratungs-Champion“ verfolgt. Ergo, Buchhändler, Geschäfte in Innenstädten, etc.
- Qualitäts-fokussiert



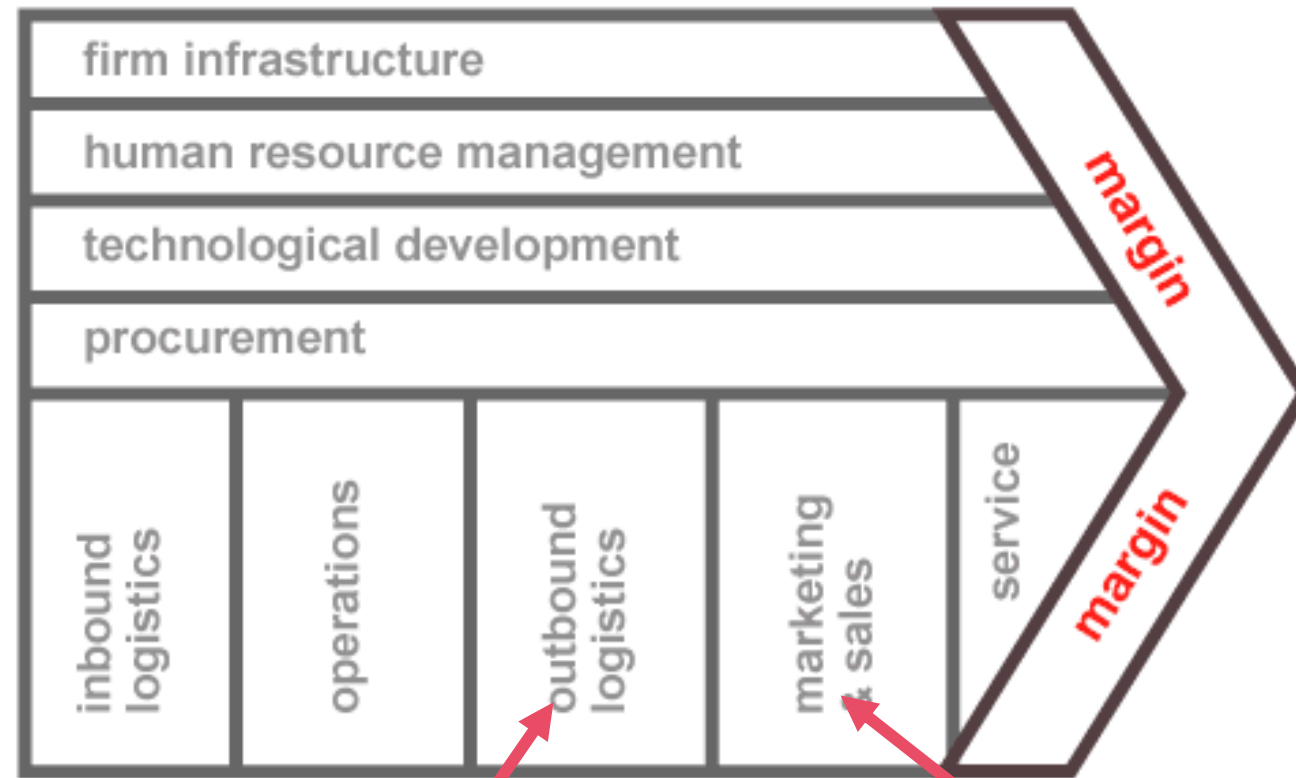


- Digitalisierungskompetenz
Konsequent sein!

— MARKTORIENTIERUNG



— PROZESSLANDKARTE



amazon

 **Thalia**
Einhundert Jahre



— ELEMENTARE DIGITALISIERUNGSKOMPETENZEN

... neben all den anderen Kompetenzen, die man benötigt!

Sprechen



Konsequent sein

Zuhören



... aligning efforts for
operational excellence