

THE BENCHMARKING CLUB NEW ACTIVITIES IMPLEMENTED

- BENCHMARKING STUDY
- BENCHLEARNINGDAY
- NEW BUSINESS LINES FOR 2005

13th GBM AGM, 19th November 2004



Publications that analyse business processes output of CIGS.

Features:

- provide a general overview of the main and most up-to-date trends affecting a business process;
- present processes, indicators and good practices identified in the CIG;
- provide guidelines for an effective process management and implementation based on case studies previously examined.

13th GBM AGM, 19th November 2004



Index

Foreword

Contents of the study, key issues emerged from the CIG, benchmarking methodology.

Introduction

Overview of the process: literature and latest studies.

13th GBM AGM, 19th November 2004



Benchmarking results

Comparison of companies performances and practices for all phases of the process, with support of graphics and tables.

Best/Good practices analysis

Description and analysis of good practices emerged:

- company profile
- description of the function in charge for the process (number, role and tasks of employees involved, organisational chart etc.)
- company's values and culture underneath the process
- description of practices and activities.

13th GBM AGM, 19th November 2004



Conclusions

- benchmarking key findings,
- guidelines for processes' improvement/implementation, including "dos and don'ts".

Bibliography and other collaterals:

- articles, benchmarking glossary, websites etc.

13th GBM AGM, 19th November 2004



Target

Benchmarking studies are mainly purchased by:

- consulting firms, in order to better understand market trends and companies' needs;
- companies, in order to understand how to improve/implement processes

Marketing strategy

Promoted via different channels:

- website, fax mailing, e-mailing, brochure, Business International's conferences.

13th GBM AGM, 19th November 2004



A new benchmarking activity created to satisfy CIGS participants needs

- length: 3 days are too many
- learning from others: too many companies joining CGS to “learn” and not to compare
- lack of “Best Practice”.

13th GBM AGM, 19th November 2004



Description

- One-day benchmarking
- training on the issue, carried out by expert tutors, presenting a general overview of key items
- presentation of two “Best Practices” by leading companies previously identified
- data analysis: participants Vs best practice
- participants learn both from theory and the Best in one day only
- target: companies already implementing a particular process but still looking for improvement, or companies starting to work on the process.

13th GBM AGM, 19th November 2004



Focus:

- performance gap between participants and best practices (benchmark).

Tools

- self-assessment questionnaire
- individual reports including: guidelines for a correct process implementation; assessment of company's position and performance Vs other participants and Vs best practices.

13th GBM AGM, 19th November 2004



Plus

This methodology can be used either **for specific issues that can be fully examined in a one-day session** or for **new processes/ activities/issues** that have just been approached and not fully implemented by most companies.

13th GBM AGM, 19th November 2004



Two new business lines to be introduced in 2005:

Benchmarking for the Public Administration

- CIGs amongst local authorities on Customer Relationship Management processes.

Internal benchmarking

- Tool for organisational and internal processes improvement, aligning staff on corporate values
- Target large public companies (Post, Railways etc.)

13th GBM AGM, 19th November 2004

