ROTHBAUM
CONSULTING ENGINEERS

DFH GRUPPE

Process mining to optimise customer service processes

Increased transparency and optimised order management

An overview

Process mining was used to create a digital image of the customer service processes. The processes are designed to ensure that fitters resolve customer concerns as quickly as possible once residents have moved in. As this is an important factor for satisfaction in a home, this core process was analysed using process mining.

DFH Group

- Leading company in the prefabricated house sector in Germany
- Over 1,460 employees generate annual sales of EUR 670 million
- Production of house elements at sites in Germany and the Czech Republic

Services

- Connection of a custom process to Celonis Process Mining using SQL views
- Development of a process model of the specific processes in DFH Group's customer service
- Analysis of the processes and derivation of various optimisation proposals

Results

- Optimised planning and control of customer service orders, enabling working capital to be reduced by up to 41%
- Holistic escalation management, enabling 5% of orders with higher processing times to be accelerated by up to 10 days in throughput

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Project description

Thanks to the use of a ticket system, there is an extensive database of customer service orders. Although these data sources have already been used for management reporting, the operational employees have so far had to rely on their experience and the information on individual customer concerns in the ticket system. Celonis Process Mining was therefore introduced in the pilot project in order to analyse the process flows in depth and eliminate weaknesses by the operational employees in customer service.

Procedure

As a medium-sized company, Celonis for Consulting was the first choice for the DFH Group. After initial workshops with the specialist department and IT, the relevant system data was made available in an SQL view and connected to Celonis via a live connection. The analyses were developed in regular coordination meetings and the transfer of knowledge to the employees was ensured.

Results

A process mining pilot for customer service processes was implemented with Celonis Process Mining. The data basis for the analyses covers several years and makes it possible to learn from the past on the one hand and to transfer the findings to current orders on the other. There is scope for optimisation along the entire process.

Among other things, the tool determines processing times for rectifying problems and suggests these in the planning. This enables more realistic planning without incurring additional costs.
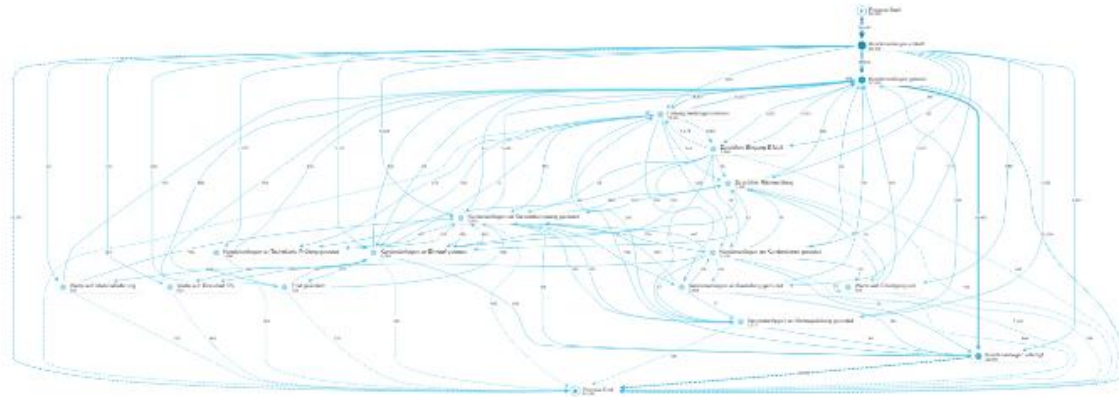
Through the use of process mining, many optimisation potentials for process planning and control could be derived, which can be realised sustainably in the next step.

'Rothbaum implemented a core process for us outside of the Celonis standard - in time, on point and with impact!'
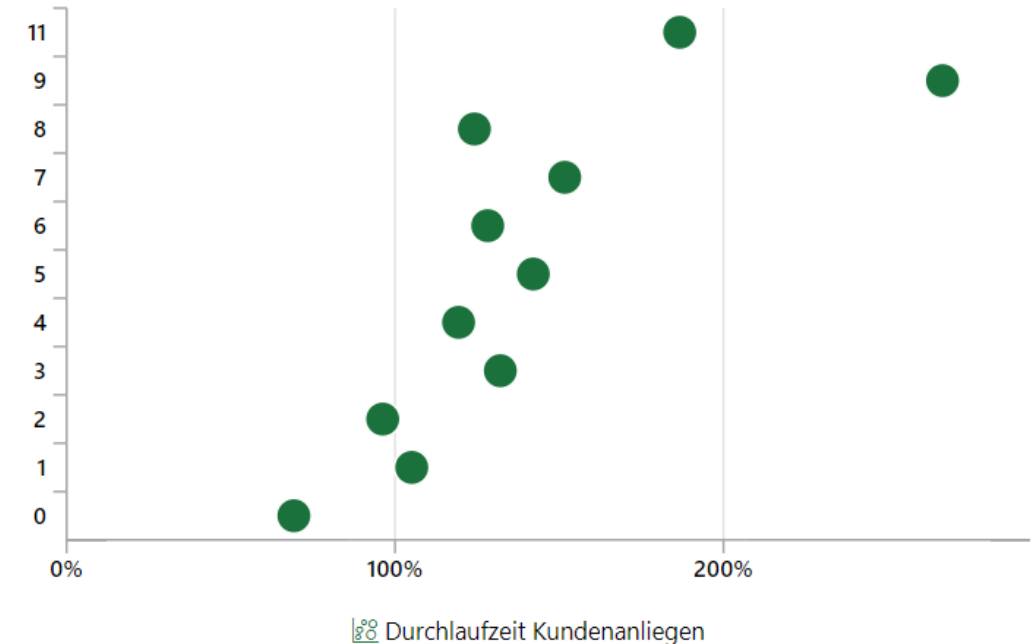
Moritz Beul,
Chief Technology Officer of DFH Group

DFH GRUPPE
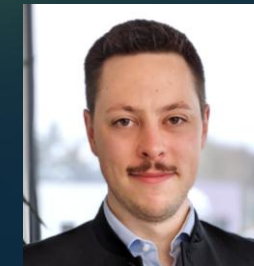
Exemplary insights

Exemplary representation of the process flows
in customer service with the help of Celonis

DLZ in Abhängigkeit der # Routings

👥 Durchlaufzeit Kundenanliegen

Throughput times for processing customer enquiries
depending on the routings

41 %
Reduction in working capital

5 % of orders with longer processing times can be accelerated by up to **10 days** in the process.

I look forward to your questions!

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