

Process mining to optimize customer service processes

Increased transparency and optimized control of
customer orders with process mining



Data-Driven Process Optimization for High-Performance Customer Service

The DFH Group, Germany's leading company in the prefabricated home industry with over 1,460 employees, annual revenue of 670 million EUR, and production sites in Germany and the Czech Republic, optimized its customer service using Celonis Process Mining.

By creating a digital map of its service processes, the company was able to analyze workflows transparently and make targeted improvements. The goal was to resolve customer concerns as quickly as possible after move-in, thereby sustainably increasing customer satisfaction in their new homes.

Greater Transparency and Efficiency in Customer Service

Challenge

The use of a ticketing system has created an extensive database of customer service requests. Although these data sources have already been used for management reporting, operational staff have, until now, had to rely on their experience and the information contained in individual customer requests within the ticketing system.

Implementation

Following initial workshops with the business unit and IT, the relevant system data was made available in an SQL view and connected to Celonis via a live connection. During regular coordination meetings, the analyses were developed and knowledge transfer to employees was ensured.

Results

With the implementation of Celonis Process Mining, customer service processes were analyzed transparently and pain points were specifically addressed. This made it possible to optimize order planning and management, reduce working capital, and shorten order processing times as part of a comprehensive escalation management system.

41%

Reduction in Working Capital

5%

specifically expedited critical customer service requests

10 Tage

shorter turnaround time for critical orders

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Rothbaum implemented a core process for us outside of the Celonis standard - in time, on point and with impact!



Moritz Beul

Chief Technology Officer
DFH Group

DFH GRUPPE



Detailed Results

- A process mining pilot for customer service processes was implemented using Celonis Process Mining. The data set for the analyses spans several years, which not only allows the team to learn from the past but also enables them to apply those insights to current orders.
- There are opportunities for optimization throughout the entire process.
- Among other things, the tool calculates the time required to resolve issues and suggests these times in the schedule. This allows for more realistic planning without incurring additional effort.
- Through the use of process mining, many opportunities for optimization in process planning and control were identified, which can be implemented in a sustainable manner in the next step.

Through process mining with Celonis, processes were made more transparent, efficient, and cost-effective.



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