



## LASER™ - Lean Approach to Service Evaluation and Re-design

Sequena are transformation specialists. We provide lean six sigma based tools & services to cut out waste, optimise resources, improve efficiency and cut costs. Using our tools, skills and experience combined with our unique methodology we can transform your operations and service delivery.

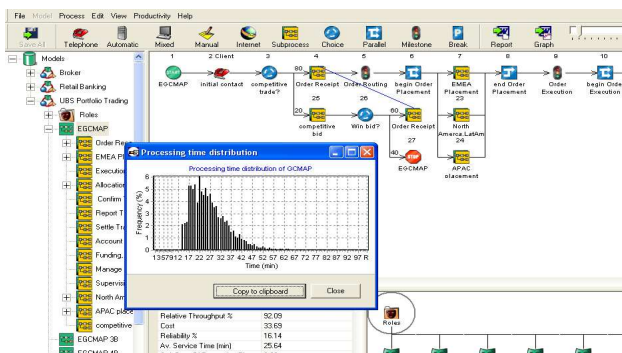
Our Lean Approach to Service Evaluation and Re-design programme - **LASER™** - is specifically designed for the rapid analysis and renewal of services and processes:

- People-based workshop approach for maximum effectiveness and buy-in from those involved
- Visualisation tool used supports people-based approach:
  - Easy to understand graphical model for capture, analysis, re-engineering and evaluation of the process
  - Rich ABC-based output to determine costs, bottlenecks, resource utilisation and organisational impacts
- Reveals the business case for change or not!!

Typical deliverables from a LASER™ review are:

1. Customer journey maps.
2. Evaluations of performance in each case including comparison between the AS IS and TO BE maps to quantify the performance improvements expected.
3. Comparison of performance against benchmarks.
4. Key findings and recommendations.
5. A final report including a detailed business case for the recommended changes and Project Initiation Document (PID).

Sequena visualisation tool at the heart of LASER™:



*"The customer journey maps alone are worth a review"*  
FTSE250 Finance Director

### Sequena Visualisation software

- Analysis, evaluation and simulation of business processes
- Intuitive graphical user interface
- Reveals the business case for new initiatives
- Current versus new process comparisons
- Calculates process time, cost, reliability and other productivity measures
- Determines bottlenecks, resource utilisation and organisational impacts
- Identification of quick-win process improvements

### Sequena Transformation services

- Audit and assessment
- Process enablement of individuals or teams
- Lean six sigma enablement
- Transformation workshops
- Business case justification
- New service design and implementation
- Simulation for business planning
- Business – IT alignment