

opsdog

WORKFLOW

CUSTOMER SERVICE

Customer Outreach & Engagement

BPMN 2.0 FORMAT

The OpsDog General Line Hierarchy

- Customer Service
 - Sales
 - Call Centers
 - Product Development
 - Collections
- Customer Retention
 - Customer Outreach & Engagement
 - Post Sales Services

Customer Contact Center
Account Management
Order Handling & Processing
Incident Management

www.OpsDog.com | info@OpsDog.com | Phone: 201.526.1200 | www.TheLabConsulting.com

Customer Outreach & Engagement: Workflow

Customer Outreach

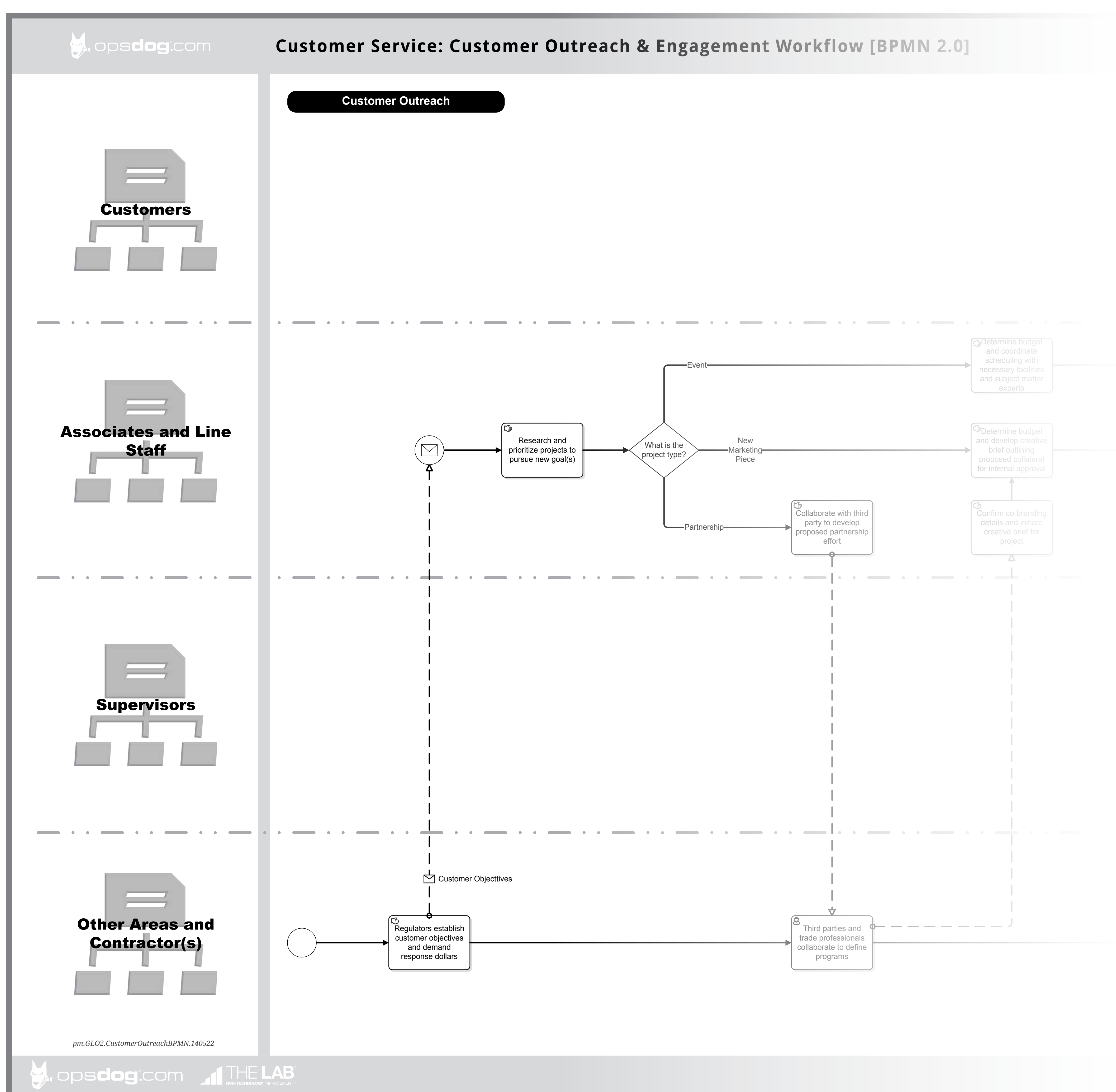
Workflow Description

The development and implementation of customer outreach events and programs that are designed to uncover and solve customer needs, directly engaging potential and existing customer bases.

Legend

- Start Event
- Intermediate Event
- End Event
- Gateway
- Group
- Task
- Expanded Sub-Process
- Pool
- Sequence Flow
- Message Flow

DO-IT-YOURSELF BUSINESS PROCESS IMPROVEMENT



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