**Tool: Prozessanalyse**

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| **Auftragsabwicklungs-**  **prozess**  **Perspektiven** | |  |  |  |  |  |  |  |
| **Customer Journey** | Kontaktstellen |  |  |  |  |  |  |  |
| Bedürfnisse |  |  |  |  |  |  |  |
| Bewertung |  |  |  |  |  |  |  |
| **Interne Prozesse** | Stärken & Potenziale |  |  |  |  |  |  |  |
| Schwächen |  |  |  |  |  |  |  |
| Engpässe |  |  |  |  |  |  |  |
| Verlustquellen & Kostentreiber |  |  |  |  |  |  |  |
| **Auswirkungen** | Herausforderungen, Hürden & offene Fragen |  |  |  |  |  |  |  |
| Lösungsideen |  |  |  |  |  |  |  |