

### Designing an innovative operational process.



1. Order the stages of an operational process design (choose from the drop-down):
2. Choose the right words from the box and complete the text on the right.

Stage 1.		<p>The new _____ which is going to be introduced to FitMe is a new communications process between the enterprise and _____. This process is needed because customers are _____ emails are taking too long to be responded to. The new _____ process is going to be a live chat service on the app.</p> <p>communications complaining customers process</p>
Stage 2.		<p>This new service would make it easier for _____ to get quick _____ from the business. This would mean customers would be _____ with the service and continue to use the app. Customers could also _____ the app to their friends and family.</p> <p>advice customers recommend happier</p>
Stage 3.		<p>At this stage of the _____, the enterprise will design the _____ communication _____. This may need a specialist app designer to _____ the software.</p> <p>new process design process</p>
Stage 4.		<p>The app and live _____ feature will be _____ on a small number of _____ to make sure it is suitable for all customers.</p> <p>customers tested chat</p>
Stage 5.		<p>Once the live _____ has been tested, it will be _____ into the enterprise. Once it has been implemented, it _____ to be analysed to make sure the app is a _____. This could be looking if customers can now easily get _____ from the enterprise</p> <p>implemented chat advice needs success</p>

