

**WEET WAT
JE LEENT**

freo

**COMBINING OPERATIONAL MANAGEMENT
WITH PROCESS MINING**



Harm Hoebergen
COO Freo



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Portfolio Analyst Freo

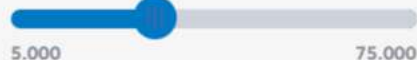
Introducing Freo:

Freo is a online consumer loan provider active in the Dutch market

3,8%

How much do you want to borrow?

€ 30000



Get Quote >

Main loan goals are:



: Car



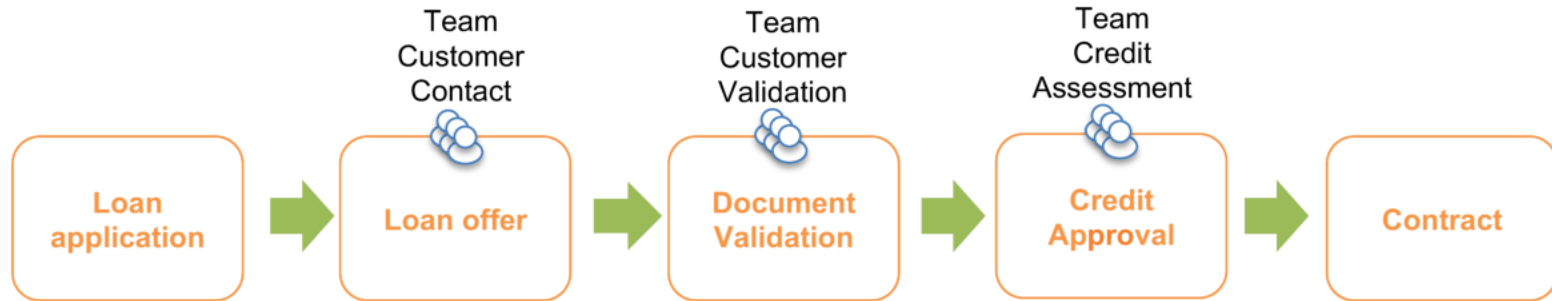
: Home improvement



: Refinancing existing loans



The happy flow of the loan application process consists of 5 steps



Process facts:

- + 100.000 loan applications per year
- + 20.000 incoming calls per year
- +/- 60 FTE working in this process

Some theory about KPIs: We use 5 basis KPIs to steer our processes,



Quality

- The “first time right” rate within production as well as business supporting departments and/or organizations



Timeliness

- The period of time in which a service or product is delivered, expressed in a unit of time



Capacity and Productivity

- The extent to which the capacity of members is used in an efficient manner



Costs and Benefits

- The influence of processes on operational costs and income



Satisfaction

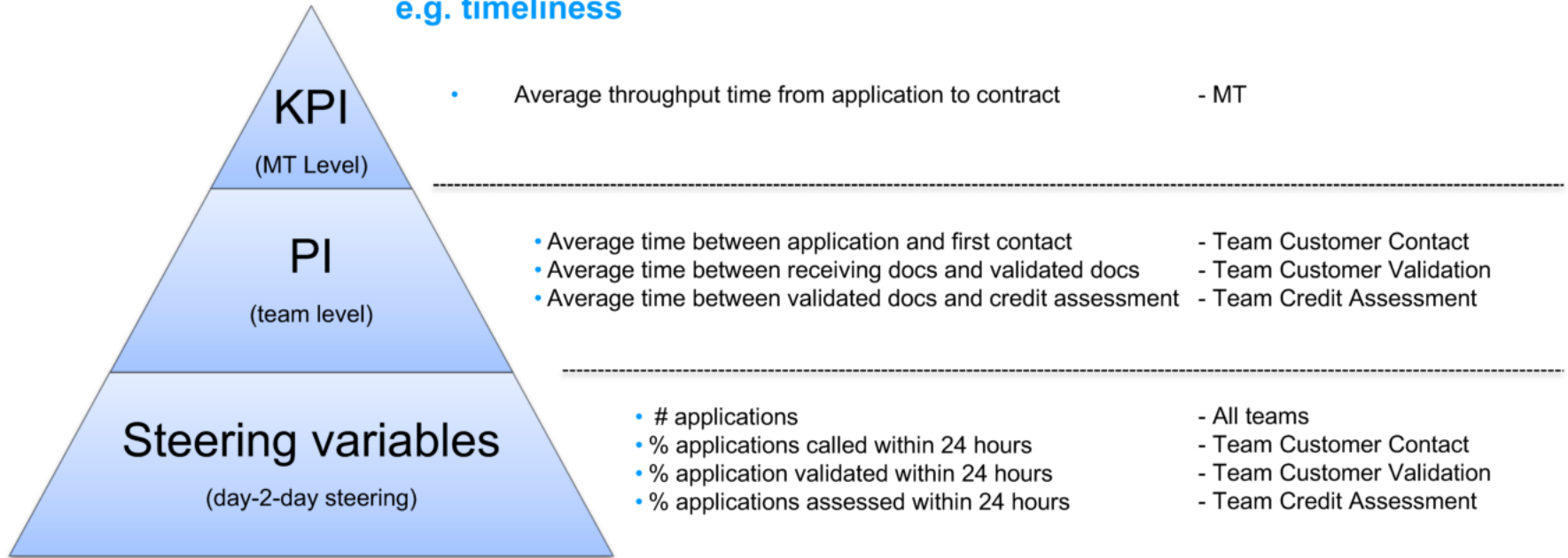
- Satisfaction levels of customers and members regarding products, services and/or job

and focussing on the 'blue' KPIs will automatically result in good performance on the 'orange' KPIs

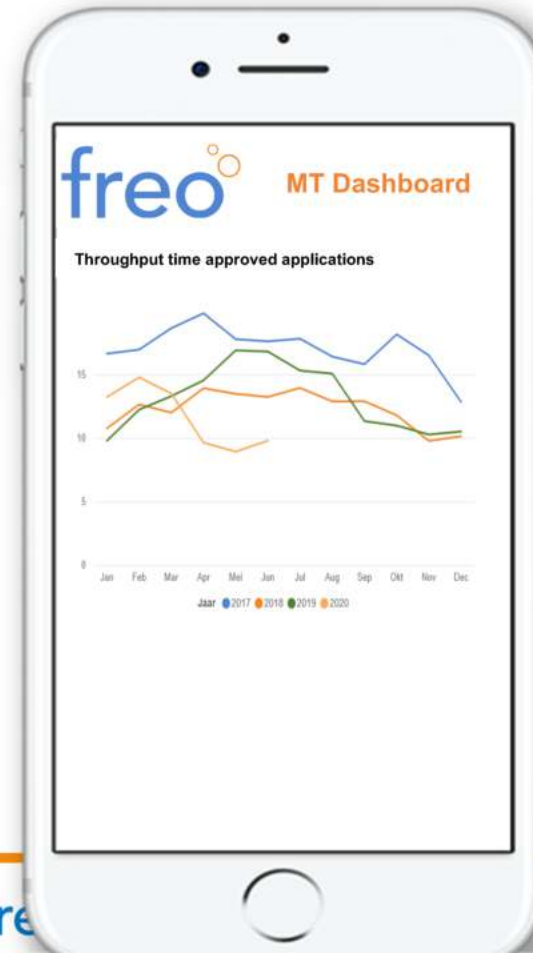
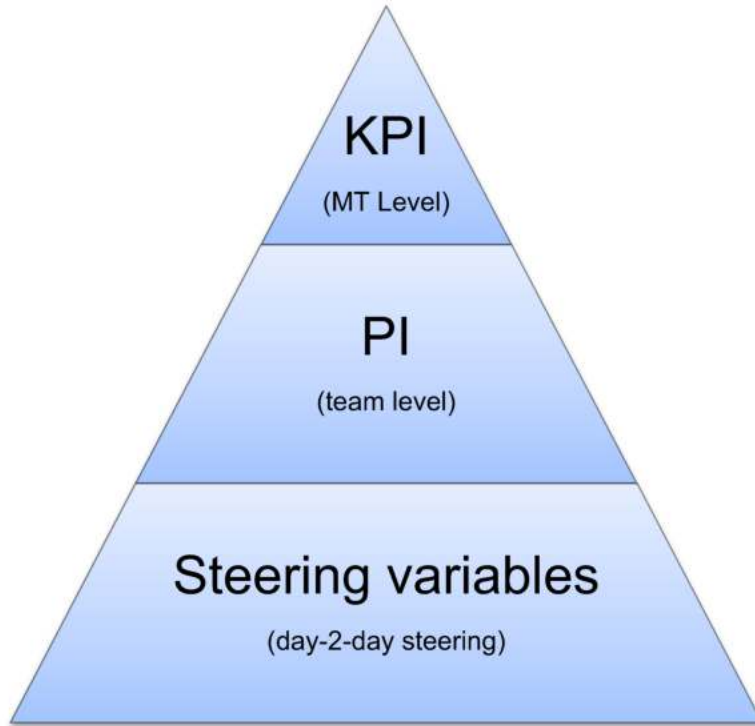


To illustrate for example the KPI timeliness, we monitor this KPIs on different levels in the organisation

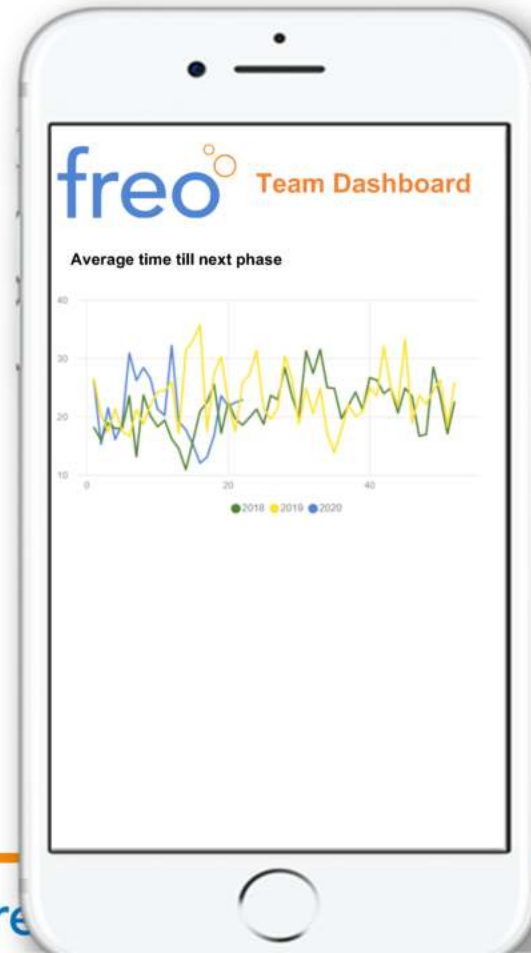
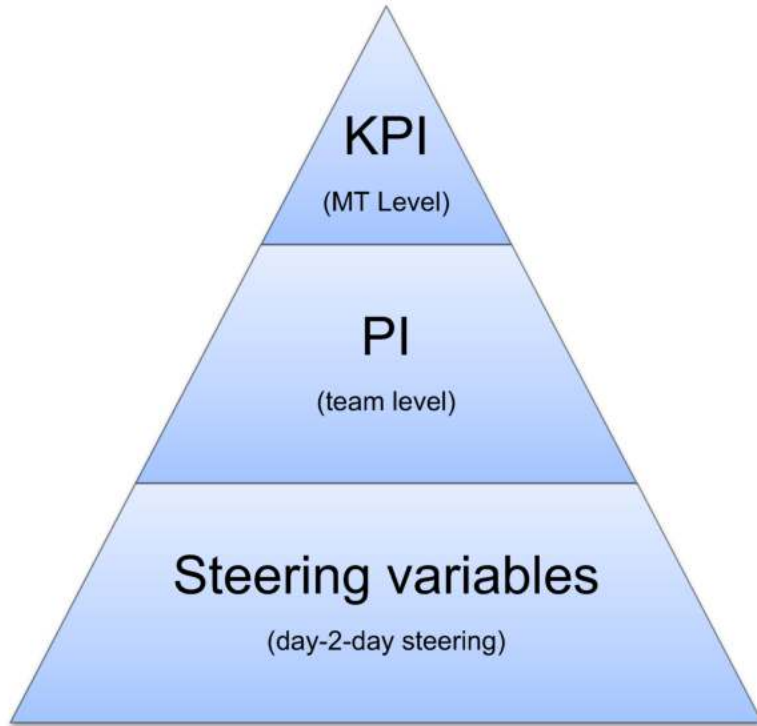
e.g. timeliness



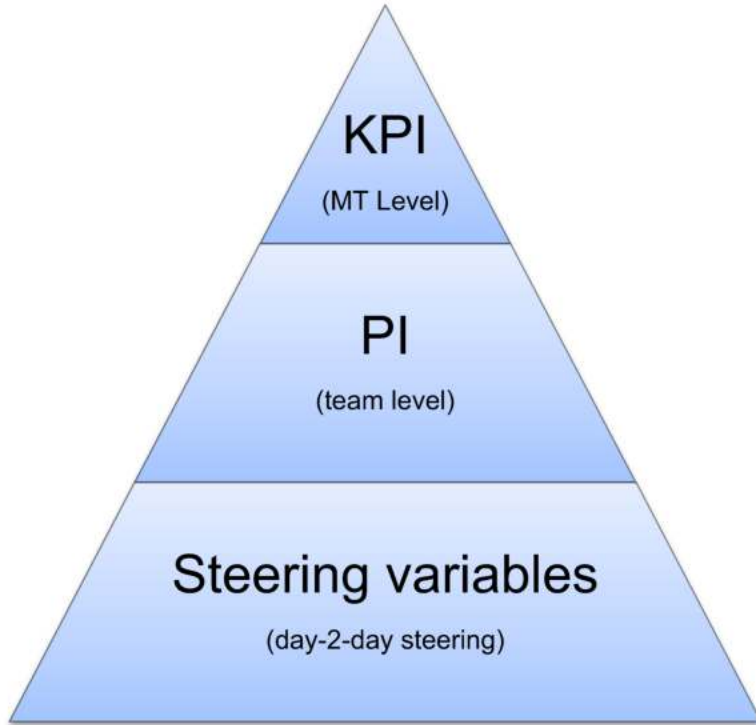
We use PowerBI to support us with Operational & Visual Management,



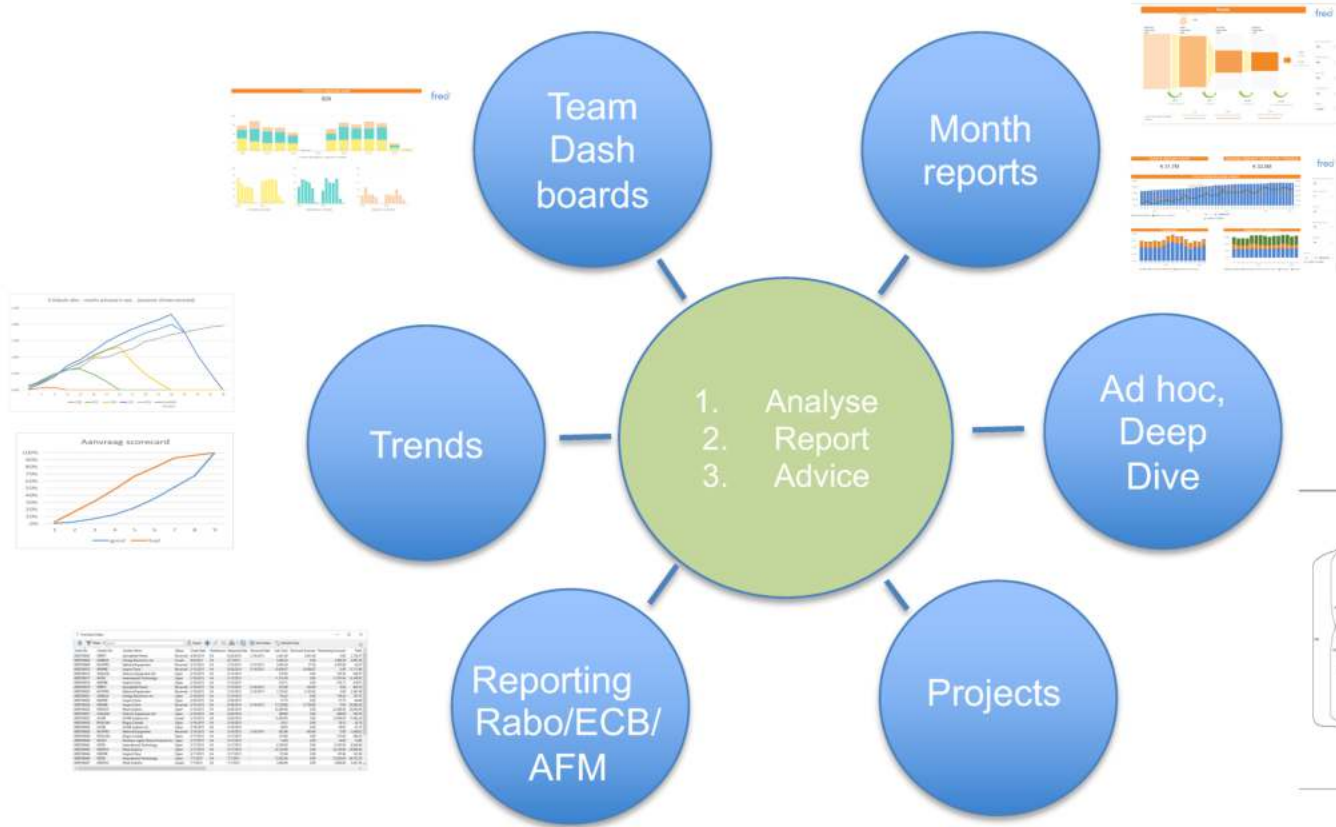
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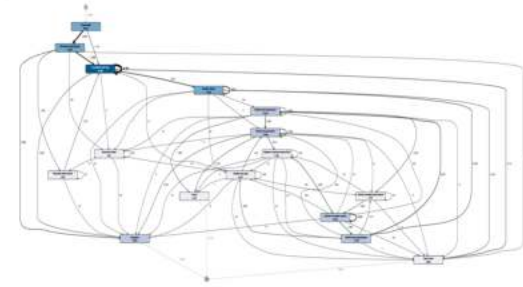
provided by Freo's Portfolio and datamanagement team.



Power BI



PowerApps



Freo uses an array of expertise to support operational management.



Deliver user stories to dev-ops



Create dashboards / reports



Building queries for *ad-hoc* analysis

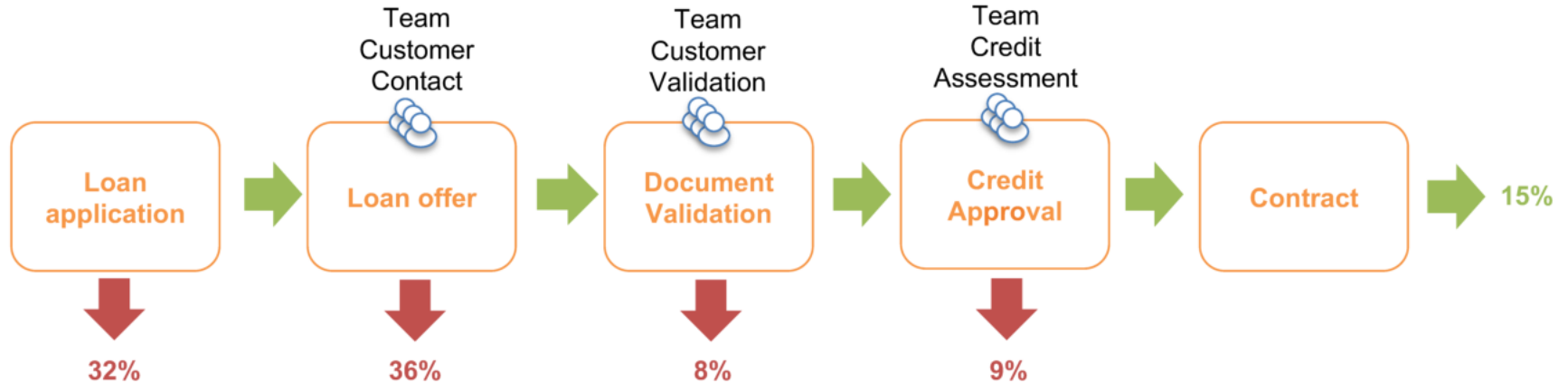


Analysing data



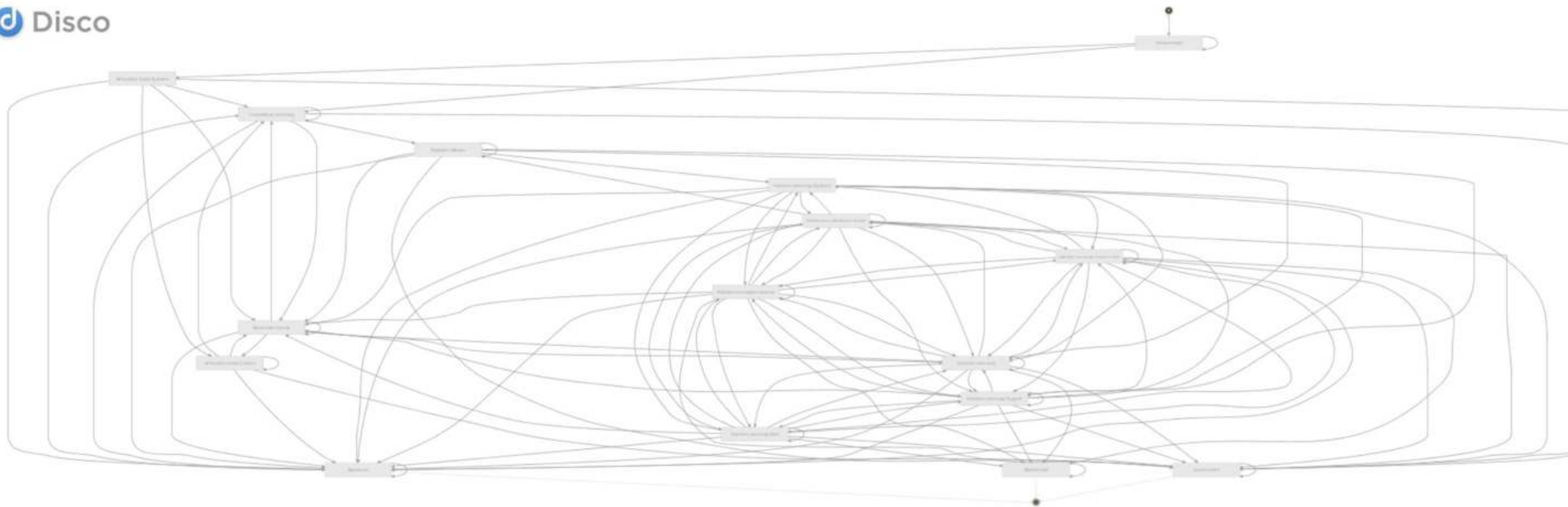
Pro-actively advising stakeholders with Freo

Operational management is great to manage day-2-day business, but does not give good insight in process improvement opportunities

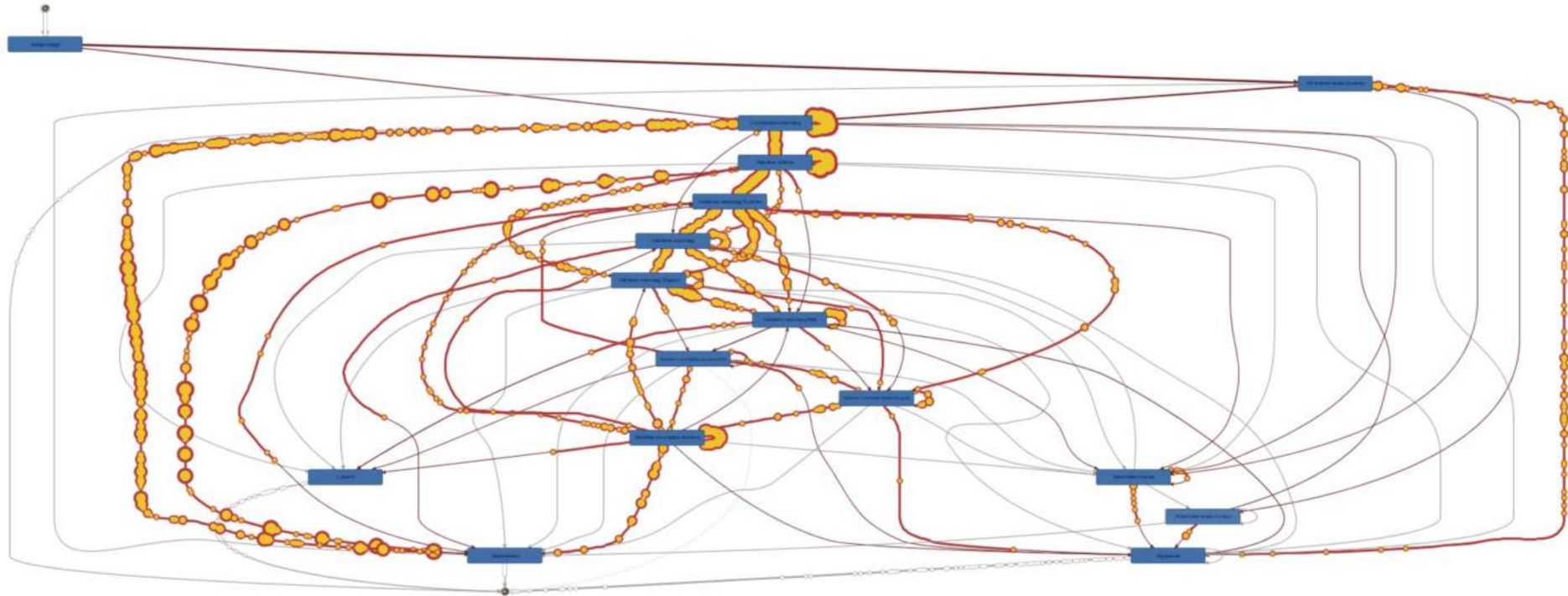


Process mining immediately makes the bottlenecks in our process explicitly visible

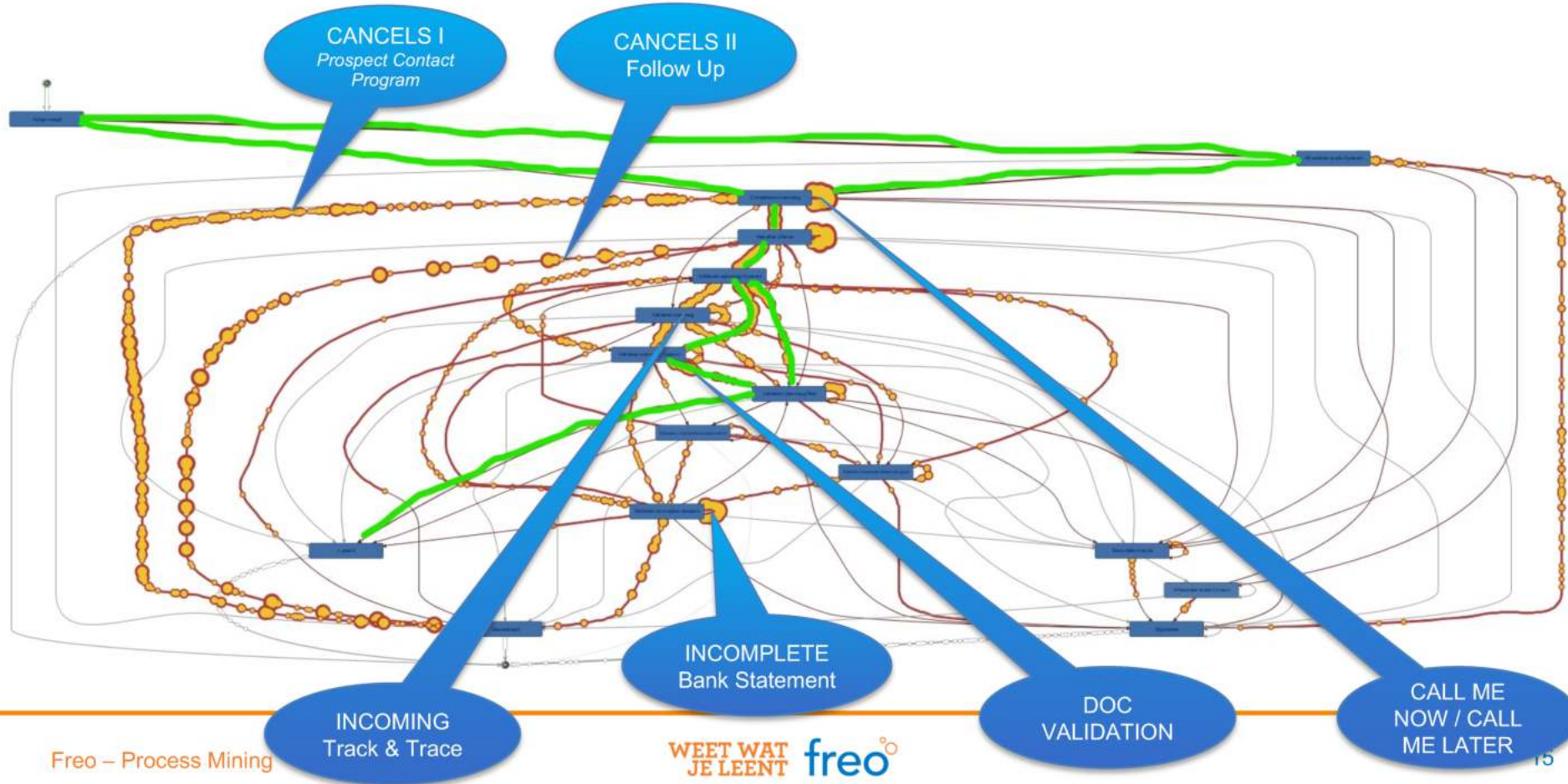
Disco



This helps creating a 'sense of urgency' for process improvements



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Summary

- We use operational management dashboards to 'run' the daily business and ensure to deliver our customer promises.
 - key is to have mitigating actions in place to be able to anticipate when KPIs are under pressure.
- We use process mining as 'initiator' and 'katalysator' of process improvements, because the simulation of the process:
 - creates a 'sense of excitement' to visualize the actual performance of the process
 - makes waste and bottlenecks explicitly visible, and therefore creates a 'sense of urgency' to resolve them



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