

# DIGITAL MANAGEMENT SYSTEM, APPLICATION CASE: SERVICE MANAGEMENT IN HIGHER EDUCATION INSTITUTIONS

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## Abstract

Processes monitoring in the service management, allows companies to run efficient life cycles, integrates a set of processes, including: Users registration and service requests; service operational activities; sending notifications; closing request and finally management of historical data. Objective project is to improve the efficiency in the service attention, optimizing the administration of physical and human resources. The results show that errors are minimized, a detailed amount of information is handled with the attention of services. The system allows the process monitoring to be simple generating benefits for the organization that impact on customer satisfaction.

Keywords: business process management, digital management, institutional architecture, process modelling, service management.

## 1 INTRODUCTION

Services to client contemplate a great diversity of activities depending on the nature of the organization. Therefore, there is a need to design and to implement a system based on the business process management methodology, which allows efficient management and control of the services offered to the client. Process modeling complies with international standards such as Business Process Modeling Notation (BPMN) [1], describes the logic of the steps in a business process. This notation has been specially designed to coordinate the sequence of processes and messages that flow between the participants in different activities.

There are several works related to the services management, The Payroll Management System project for SMEs [2], focuses on applying process optimization, in a payroll system, is totally administrative without interaction with external users. Another related work is the Billing and Quotation Management System [3], whose objective is to develop a point of sale in a Web environment that allows managing the quotations and billing generation of a Small and Medium Enterprise (SME) in a Web environment. On the other hand, the management system for the documents reception [4], manages the documents reception, contemplates a process set that control and manage the information on the services management. While the information management system for the management of SME CRM customers [5], is a project based on the CRM (Customer Relationship Management) strategy focused on marketing, carrying out a Web tracking system to facilitate the interaction with customers.

According to Laveglia: "In recent years, Customer Service has become more than a service, a culture and a sense of obligation and responsibility of any company that seeks, in the first place, full satisfaction of the consumer and, second, create true loyalty "[6].

Currently satisfaction standards with good service have been increasing, and customers have become more selective, studies reflect that customers to obtain a good service stimulate the product acquisition, not mind paying more for that satisfaction. The approach employed by the service manager for SMEs focuses on the processes to improve quality, minimize human errors and provide follow-up during the life cycle of services combining information technologies with process methodology; improving service and maintenance areas and therefore the quality of service and customer satisfaction; concluding with the economic remuneration, stability and commercial growth that the SMEs want.

## 2 METHODOLOGY

In order to carry out this project, the institutional architecture was applied, using the methodology that contemplates the following phases: