

Business process re-engineering: the technique to improve delivering speed of service industry in Tanzania

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Abstract

Problem statement: Delivering speed is very critical in today's business environment. In most cases, service organizations and customers are sensitive to time spent at delivering or receiving a service. Therefore, service organizations must change in order to meet this challenge. Overtime, service organizations have worked hard to identify techniques that enhance service delivering speed for improved performance. Business process re-engineering is one of such techniques that improves business processes; including delivering speed. However, despite documented advantages, most organizations are reluctant to adopt the technique.

Purpose: The paper aims at determining the effect of business process re-engineering on delivering speed; enabling organizations to appreciate the performance improvement that is associated with the technique.

Methodology: The study used cross-sectional survey design to investigate the effect of BPR on delivering speed. In order to undertake the study, intensive literature review was undertaken to operationalize the constructs and to formulate the hypothesis which was tested after the field work. In total ninety-five (95) service organizations participated in the study.

Results: From the study, it is revealed that BPR significantly and positively improves delivering speed of service organizations.

Conclusion: For improved delivering speed, service organizations should adopt BPR technique to improve business processes for provision of delighting services to customers.

Keywords: Business Process Re-Engineering Delivering Speed Service Organization