

<<P5高级业绩管理>>

图书基本信息

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## <<P5高级业绩管理>>

### 内容概要

《P5高级业绩管理（ACCA练习册）》包含测验卷和针对大纲知识点的习题，其中许多是往年真题。

练习册中还有许多建议和特色帮你练习。

“通过P5考试”这一章是专门针对考试的指南。

大量的书面习题可以测试你对于本阶段课程知识的应用和评估。

由于考官偏重于考查学员的业绩计量技巧，所以练习册还包含许多试题型的计算题。

同样别忘了阅读练习册后面的考官对于往年真题的个人评论以及解答。

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### 作者简介

#### BPP Learning

Media，作为一家职业考试资料的出版商，在市场上一直独占鳌头。

从1977年开始，我们就出版了很多高质量关于会计、营销和金融服务资格方面的产品。

BPP是全球150多个国家的学生、培训提供商、公司和专业机构的最佳选择。

#### BPP Learning

Media是ACCA官方认可的唯一的铂金级学习内容合作伙伴。

这项与ACCA的伙伴关系确保了，在出卷考官的审订下，我们的教材正确的程度上涵盖了考纲并且符合了考试的要求。

这项合作也允许我们在练习册内发布新近的考卷内容，包括考官的答案与评分。

您可以信赖BPP Learning

Media的产品，它们包含最新信息且关注重点，传递给您来自BPP作者和讲师们的专业知识和丰富经验

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## 章节摘录

Information processing should be included in the work which produces the information. In other words, there shouldn't be a distinction between information processing and information gathering. The development of online databases can be crucial here, allowing users to have access to real time information, thus minimising delays in response to queries. Geographically-dispersed resources should be treated as if they are centralised - For example, there should be a centralised database of suppliers which all departments use, so that they benefit from the economies of scale achieved by the central negotiation of supply contracts. Parallel activities should be linked rather than integrated - As far as possible, activities should be processed in parallel rather than sequentially. If tasks are performed sequentially, bottlenecks and delays might arise while waiting for the output of a previous process. People should be self-managing and exercise greater autonomy over their work - The traditional distinction between workers and managers should be abolished. BPR aims to allow decisions to be made as quickly as possible and as near to the end customer as possible. This allows increased responsiveness, and also empowers the individuals who make the decisions. Information should be captured once, and at source - If information is transferred from one data source to another there is a risk of human error. If information is only input into a system once, and is input as early as possible, the risk of error is reduced, and consistent replies can be obtained in response for any queries about the information. Expected improvements More rapid information processing and error reduction - It appears that the processes at FCI haven't been updated to take advantage of the IT / IS systems that are widely available today. In particular, relying on a predominantly paper-based system makes FCI's processes much slower than they need to be, and it also increases the opportunity for error as information is manually recorded and then transferred between systems. A new database-led system would prevent the need for re-keying and transferring information, and so should reduce the scope for errors in the system. This system will also mean that FCI has reliable, up-to-date information about its customers. Any details the sales staff or telephone operators obtain about a customer can be entered into the central database on a real time basis, and the system can then be continually updated for other staff to use.

Moreover, no paper-based transfers of information from one part of the organisation to another will be necessary. Again, this reduces delays and reduces the risk of errors occurring. Improved database system - If FCI develops an electronic database which stores all customer data, this should enable staff to respond to telephone enquiries more quickly. For example, if a phone operator receives a call, they can access the database and gather the relevant information to help them deal with the customer enquiry straight away. This faster response time should lead to improved customer satisfaction. Better support for sales staff - Having an electronic (or online) database and improved technology should also help the sales staff when they visit potential customers. If the sales staff can access the database remotely (from laptops) they can get details of policies and premiums while they are with the customer, and so could potentially make a decision about a policy application straight away without having to return to the office to check details or process paperwork. Customers have complained about the slowness of FCI's current process, so speeding up the process should directly address these complaints. Increased staff motivation - Not only have customers complained about the current sales process, but FCI's sales staff have also complained about them. Staff motivation and job satisfaction are likely to suffer if the staff feel they are having to work with out-dated processes and technology. Therefore, providing the sales staff with more up-to-date technology will not only allow them to do their job more effectively but it should also improve their motivation to do so. Moreover, customers are likely to have a more favourable impression of the sales staff if they provide a quick and efficient service. If this, in turn, leads to the sales staff making more sales it is likely to increase their motivation still further. ....

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