



Operating Framework Transformation

Case Study

Context

Many organizations find themselves trapped in a cycle of reactive processes, fragmented responsibilities, missed SLAs, and escalating demand on finite resources. Manual workloads proliferate due to poor system integration, forcing frontline teams to absorb complexity that should be resolved upstream through clearer processes and technology.

In this case, the environment resembled a centralized service center, responsible for processing high volumes of requests from diverse internal and external stakeholders (e.g., business units, partner organizations, or operating entities). The model was intended to provide consistency and responsiveness, but instead suffered from unclear responsibilities, inconsistent inputs, and a lack of standardization.

Leadership recognized the need for greater structure, accountability, and transparency – but also expected automation to drive sustainable efficiency, integrated with the broader technology ecosystem, and deployed in ways that enhance workforce capability rather than erode it.

Our Approach

[Aviaticus](#) partners with organizations to rapidly diagnose structural pain points, establish credibility with stakeholders, and align leadership around a common operating model. Our approach is intentionally holistic: we address specific operational challenges while situating every solution within the wider organizational context – its goals, structure, and technology ecosystem.

This ensures that changes are not isolated fixes but strategically coordinated improvements that strengthen the operating fabric as a whole. By applying business capability modeling, process clarity, and automation enablement, we move organizations from reactive firefighting to proactive, data-driven execution – laying the groundwork for sustainable efficiency and future-ready operations.

Guiding Principles

To address challenges in high-volume, service-driven environments, [Aviaticus](#) applies a set of guiding principles designed to increase clarity, reduce manual workload, and establish a foundation for automation at scale. These principles help service functions not only meet immediate demand but also evolve into strategic enablers for the enterprise.

1. Clarity of Responsibility
 - Define scope, ownership, and expected outcomes across the operating model.
 - Validate requirements "to the left" (inputs) and outcomes "to the right" (decisions, deliverables), ensuring an end-to-end flow that minimizes ambiguity.
2. Clarity of Intent & Data
 - Transition from unstructured requests (e.g., email) to standardized intake channels with mandatory data fields.
 - Deploy intelligent ticketing with Q&A capability to filter out incomplete requests, reduce rework, and educate requestors for future interactions.
3. Codified Execution
 - Translate informal, inconsistent practices into documented SOPs that are repeatable and automation-ready.
 - Leverage GenAI to accelerate SOP creation and maintain a living knowledge base.
 - Build toward knowledge banks/LLMs that preserve organizational know-how and equip team members with virtual assistants that enhance confidence, consistency, and performance.
4. Visibility & Accountability
 - Develop an SLA-driven culture where commitments are clear, monitored, and embedded into daily ways of working.
 - Build persona-based reporting that aligns KPIs to the needs of different audiences – from frontline staff to executives.
 - Ensure reporting is purposeful and actionable, focused on lead measures that guide decisions and inform the levers leaders can pull, while still connecting to lag measures that capture long-term impact.
5. Automation Enablement
 - Establish the foundation for RPA-driven execution of repetitive, high-volume tasks.
 - Balance automation with organizational risk monitoring, ensuring robotics do not obscure deeper structural issues.
 - Position automation as a workforce enabler – reducing transactional workload while preserving and elevating human contribution.
6. Embedded Quality Controls
 - Integrate real-time validation, exception handling, and error detection.
 - Build trust in automation and AI solutions by ensuring accuracy, accountability, and auditability.

Leadership & Team Engagement

With Leadership – [Aviaticus](#) works hand in hand with leadership, ensuring constant alignment throughout the engagement. By using structured visuals – such as capability mind maps and maturity heat maps – we make complex interdependencies transparent while

keeping the bigger picture front and center. This enables leaders to see both the details and the overarching strategy, and to quickly identify where the greatest opportunities lie.

With Teams – We take a facilitative approach that encourages teams to own both the challenges and the solutions. Rather than prescribing fixes, we help them explore different perspectives, surface root causes, and recognize opportunities. This approach fosters genuine buy-in: teams feel that they are not having change imposed on them, but instead are co-creating the path forward, which strengthens motivation and ensures sustainable adoption.

Automation in Practice

Automation is often discussed in abstract terms, with "AI" and "robotics" used interchangeably. [Aviaticus](#) takes a more deliberate view: automation is a spectrum of capabilities, each serving a distinct role in strengthening the operating model. By aligning the right type of automation to the right challenge, organizations can deliver efficiency while preserving clarity and governance.

1. Task Automation – Structured Workflows
 - Positioned ticketing as a form of automation, replacing unstructured requests with structured workflows.
 - Standardized intake data, applied Q&A filtering, and enabled status tracking – automating the "front door" of operations and reducing manual triage.
2. Process Automation – RPA
 - Applied robotic process automation to high-volume, rules-based tasks where manual effort created bottlenecks.
 - Designed automation so it augments staff capacity rather than replacing human judgment.
3. Knowledge Automation – AI/GenAI
 - Leveraged GenAI to accelerate SOP creation and maintain a dynamic knowledge base.
 - Built toward LLM-powered assistants that preserve institutional knowledge and empower staff with real-time guidance for consistent, high-quality delivery.
4. Decision Support Automation – Data & Analytics
 - Developed SLA-driven reporting and persona-based dashboards as automation of insight delivery.
 - Focused on lead measures to guide decision-making and inform the levers leaders can pull, while connecting to lag measures that track long-term outcomes.

Engagement Approach & Deliverables

[Aviaticus](#) ensures clients are supported from the very first interaction, with a delivery model built on transparency, adaptability, and confidence. Nothing comes as a surprise – every step is intentional, aligned, and communicated.

- **Framing & Alignment** – Clear articulation of the problem and shared understanding of why [Aviaticus](#) is engaged.
- **Regular Cadence** – Weekly or bi-weekly updates maintain trust, alignment, and momentum.
- **Stage-Based Senior Updates** – For phased projects, structured updates at key milestones keep leadership engaged at the right level.
- **Ad-Hoc Perspectives** – Targeted analyses or scenario testing to address emerging needs along the way.
- **Prioritized Roadmap** – A signature deliverable that translates insights into a prioritized sequence of actions, balancing quick wins with long-term investments.
- **Final Deliverable** – A comprehensive package that synthesizes findings, recommendations, the roadmap, and a forward-looking conclusion.

Every engagement is tailored to the style, culture, and seniority level of the organization. Whether the environment requires highly formal executive communications or collaborative working sessions, [Aviaticus](#) adapts seamlessly while maintaining clarity and consistency.

Outcome

The outcome is more than a set of recommendations – it is a partnership journey with transparency and alignment at its core. Clients experience:

- **Confidence from Day One** – Clear framing prevents ambiguity and ensures shared purpose.
- **No Surprises** – A steady rhythm of updates keeps leadership and teams informed throughout.
- **Tailored Communication** – Deliverables that resonate with diverse audiences, from frontline staff to boards.
- **A Prioritized Roadmap** – A clear, actionable path showing where high-value, low-cost actions can deliver immediate impact while sequencing more strategic moves.
- **Sustainable Change** – An operating framework that endures beyond the project, enabling continued maturity and automation.

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