

ENHANCING VENUE BOOKING EFFICIENCY USING BUSINESS PROCESS REENGINEERING AND SIMULATION

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Abstract

The current research paper is devoted to the manner of venue booking and also the significant problems those who attempt to book event space on the days of high attendance have. The existing system is cumbersome because individuals need to visit venues to receive information so as to complete a reservation. To simplify the process, the research uses Business Process Reengineering (BPR) and builds a simulation of the system based on Business Process Modeling Notation (BPMN). This is to help point out the detailing of the system th, and how this system can be used to determine how to build a system that is more efficient. The system is an online reservation system that enables the potential clients to access information and book without traveling. The findings illustrated the betterment of the system that cut on the time and cost involved. The application of BPR, simulation and modern technologies is shown to bring improvement in service delivery as illustrated in this research paper. This research paper demonstrates the possibilities that the online venue booking systems have presented to the event management system.

1 Introduction

Business Process Reengineering (BPR), since its introduction in the 19th century, has changed operational strategies in enterprises worldwide. Initially it was adopted in the United States to overcome labor inefficiencies. BPR has been helpful in improving business operations often resulting in cost savings, increased product quality, and good customer service. Factors such as speed, process efficiency, effectiveness and productivity are complexly linked to BPR thus making it a valuable tool for firms seeking to expand their operational performance (Sungau et al., 2013). BPR is a major redesign of business processes that aims to achieve important improvements in modern performance metrics such as cost, quality, service and speed. It often involves a transformative approach to work rather than just incremental adjustments. Central to BPR are process design, execution and monitoring that One domain where such developments are needed is venue booking, especially for weddings when it's on peak season. This process often presents

together contribute to cost reduction, quality enhancement, customer satisfaction and increased profitability (Wei Khong and Richardson, 2003). Business process simulation (BPS) that was initially developed for industrial systems analysis now supports change management across various manufacturing and service environments (Greasley, 2006). It enables the study of system behavior under conditions that may not be practical or safe in real-world settings revealing that the performance effect of modifications to individual system components (Shim and Kumar, 2010). Various modeling techniques such as data and functional modeling, information modeling, activity modeling, activity-based costing, simulation, and functional economic analysis, provide businesses with understandings into process functionality and also can look into areas for improvement without actual improvement of the system (Doomun and Vunka Jungum, 2008). numerous challenges, including limited availability during peak periods, time-consuming physical visits to multiple venues, and considerable

financial costs. This research addresses these issues and proposed a novel solution by taking the scenario from Pakistan to reorganize venue booking and confirm a smoother, less time consuming, and cost effective experience for users. There is no previous research in this field of venue booking using BPR and simulation technique. The paper is organized as follows: Section 2 presents the literature review, followed by the methodology in Section 3. A detailed case study is provided in Section 4.

2 Literature Review

Since 1990 BPR has been applied on a large scale and has delivered various benefits. It includes cost reduction, increased production and improved customer satisfaction. Many definitions of BPR exist with some variations in their focus (AbdEllatif et al., 2018). Workflows and processes must be examined and rebuilt both within and between enterprises as part of the business process

reengineering (BPR) process. According to Hammer and Champy BPR (Business Process Reengineering) means completely reimagining and restructuring the way a business operates in order to achieve big improvements in important measures like cost, quality, service, and speed. This involves taking a fresh look at all the different steps involved in the business's processes and finding new and better ways to do things that can lead to momentous benefits for the company (O'Connor, 1994). Based on recent literature Chan and Choi created a BPR analysis strategy that remains stick to a set methodology. (Chan and Choi, 1997). Typical BPR stages that have been established are as follows: analyzing the process, finding shortcomings in current processes, examining alternative redesigns, looking for chances to use IT and modelling new, effective processes (Pasaribu et al., 2021). Table 1 summarizes research that was done using business process reengineering techniques in a variety of disciplines.

Table 1: Summary of previous studies

Author	Year	Summary
Reema Choudhary, Muhammad Nouman Maqsood, Ayesha Rashid, Nauman Riaz Choudhary, Waqas Qayyum Butt, Abrar Ali (Choudhary et al., 2025)	2025	This paper uses BPR and simulation techniques to manage the attendance system in university. This introduces a QR based attendance system to replace the manual system that has many problems. The results shows that the proposed QR based system instead of manual system is more effective and produces fruitful results.
F. Farooq1, R. Choudhary, H. Batool, N. Riaz Choudhary, M. Ehsan (Farooq et al., 2024)	2024	In this study the application of business process engineering (BPE) was discovered to find the solution of congestion and increased waiting time of the patients in public sector hospital. This paper also identifies the limitations and inefficiencies in the process and the results showed that the use of BPE along with the simulation methodologies reduced the waiting time problem of the patients. This research presents the change in the process that was effective as shown by the results.
Tasneem Hakam Wasfi Al-Hattab, Dr. Aysar Mohammed Khashman (Wasfi Al-Hattab and Khashman, 2023)	2023	This research paper focuses on business process re engineering in Jordanian commercial banks. Its main highlights are organizational structure redesign, change capability and top management commitment that can significantly enhance business intelligence. After applying business process reengineering techniques the efficiency of the bank improved as reported by the paper.
Rina Djunita Pasaribu, Grisna Anggadwita, Ratih Hendayani (Pasaribu et al., 2021)	2021	At the university, they used BPR to change the official trip system. They transformed it from a mix of manual and online system to a fully online system, and they changed the decision-making process from central to decentralize. They also

		introduced a transparent monitoring system. These changes had a significant impact.
Mekonnen.Nn(Mekonnen, 2017)	2017	This study is about making changes to the way a government organization works using Business Process Reengineering (BPR).
Musa. M Othman. M(Musa and Othman, 2016)	2016	In this study, the authors reviewed different ways of improving the processes of the healthcare industry, using a method called Business Process Reengineering (BPR). They looked at a variety of literature that covered different approaches to implementing BPR in the healthcare sector.
Pedram Bahramnejad, Seyyed Mehran Sharafi, Akbar Nabiollahi (Bahramnejad et al., 2015a)	2015	This study talks about a way to improve a company's processes called Business Process Reengineering (BPR). The method they used to do this is called Enterprise Ontology, which helps create a model of how things currently work. They used ARIS tools to simulate and compare the current and future processes. They tested this method on a company to see if it would work.
Arun Kumar, Shams Rahman(Kumar and Rahman, 2014)	2014	This study investigates how RFID technology can improve the efficiency of a healthcare system. They used a case study of the linens division of the central sterilization services department at a hospital in Singapore, and simulated the system using ARENA simulation software.
Jamaiah Yahaya (Yahaya, 2012)	2012	In simple words, this study suggests a way to improve the way small and medium-sized companies (SMEs) work using a Business Process Reengineering (BPR) method. The method was tested on a company in Malaysia as a case study.
L. Maruster and Nick Beest(Märuşter and van Beest, 2009)	2009	In this study, the authors suggested and tested a way to analyze and improve business processes by combining two methods - process mining and simulation. They applied this approach to three different cases, including a gas company, a government institute, and a web-based decision support system.
Ahmad.H Francis.A &Zairi. M(Ahmad et al., 2007)	2007	In this study, the authors looked at three private higher education institutions and found seven important things that need to be done right for successful implementation of Business Process Reengineering (BPR).
A. Greasley (Greasley, 2006)	2006	In this study, a new information system for reporting road traffic accidents in a UK police force was introduced using a process-based approach to change.
Andrew Greasley(Greasley, 2006)	2003	The way people were kept in custody was changed by using a computer program called Business Process Simulation (BPS). They also used a method called Business Process Reengineering (BPR) to help with the changes.
Zahir Irani Vlatka Hlupic Lynne P. Baldwin and Peter E.D. Love(Irani et al., 2000)	2000	The study used computer simulation to make changes to the way things were made in a factory. They used a method called Business Process Reengineering (BPR) along with Business Process Simulation (BPS) to make the process more effective.

Business processes have undergone major changes over the past ten years to increase efficiency,

reduce costs and adapt to a rapidly changing economy and increasing financial pressures. As a result, Business Process Reengineering (BPR) has developed as a critical and growing aspect of modern business processes (Caron et al., 1994; Urden and Walston, 2001). To conduct business process reengineering, a detailed knowledge of the current process and the original business processes is required. BPR needs the old processes' existing guidelines and assumptions and completely renovate them to produce significant performance improvements in terms of metrics such as time, speed, cost and quality.

This study conducts business process reengineering on the venue booking system as no previous work has been done on this process. The initial step in this reengineering process was to analyze the current venue booking process and gather data through questionnaires from individuals who have undertaken the process. Business process reengineering involves modifications in both processes and technology. Simulation is a suitable technique for process modelling because these changes take place gradually and by simulating them the overall picture of the process is viewed and bottlenecks are removed. Static process modelling techniques are unable to estimate or evaluate the unlimited variety of potential situations and outcomes that the collaboration of people, processes and technology might produce (Irani et al., 2000). A simulation model can help the users to predict in advance and address various issues related to the business process, such as reducing costs or minimizing the time required to visit multiple venues (Hook, 2011). To get the best outcome of the problem addressed the simulation technique would indirectly but significantly contribute. It makes it possible for organizations to specify and understand their processes.

A common modeling language called business process modelling notation (BPMN) makes it easier to make conceptual model between business process design and execution. It clearly shows the static representation of a business process while still being simple to understand. Once the problems and shortfalls in the process have been identified and a solution is proposed then a simulation is created to test and measure the potential improvements to these process models before implementation. This allows for costly

mistakes to be avoided. The previously discussed works have indicated that utilizing BPR is a valuable strategy for enhancing the booking process and reducing inconvenience. Furthermore, simulation analysis can offer a quantitative method for assessing and optimizing performance (Su et al., 2010). This paper conducts a thorough analysis and reengineering of the venue booking process in Pakistan through a series of simulation experiments.

2 Methodology

Our research methodology was carefully designed to evaluate, reengineer, and assess the effectiveness of the venue booking process. This process involved several interrelated stages, each crucial to the overall success of the study. To begin, the current venue booking process are identified and reviewed, including all of its stages, decision points, and actors involved (Bahramnejad et al., 2015b). This process involved detailed discussions with people involved, observations, and document reviews. Through this evaluation, a thorough understanding of the process, its inefficiencies, and areas of potential improvement are gained. BPMN is visualized to visually represent the existing process, creating a process map that outlined each step, decision point, and actor in the process. This representation aided in understanding the intricacies of the process and was instrumental in communicating the process structure. Data included such as the likelihood of a yes/no response at each decision point and the typical process duration.

Based on understanding of the current process, its inefficiencies and simulation results, this research proposed a new process design that developed an online booking system. This design aimed to reduce the time and resources involved in the venue booking process, primarily by eliminating the need to physically visit the venues. Using AnyLogic software, a simulation model of the existing process was created to evaluate system dynamics and system performance over time. This simulation helped to understand the complete process flow, identify operational bottlenecks, and assess possible enhancements. For a realistic and accurate depiction of the system behavior, information pertaining to process durations, demand fluctuations, and resource availability was gathered and integrated into the model. All stages

of the process were thoroughly documented to ensure transparency, replicability, and future reference. This included documenting the BPMN diagrams, process descriptions, simulation models, data collected, and analysis results. Figure 1 shows the stages of business process reengineering. methodology provided a robust framework for

assessing and improving the venue booking process in Pakistan. It combined a deep understanding of the existing process with innovative process redesign and rigorous simulation analysis.

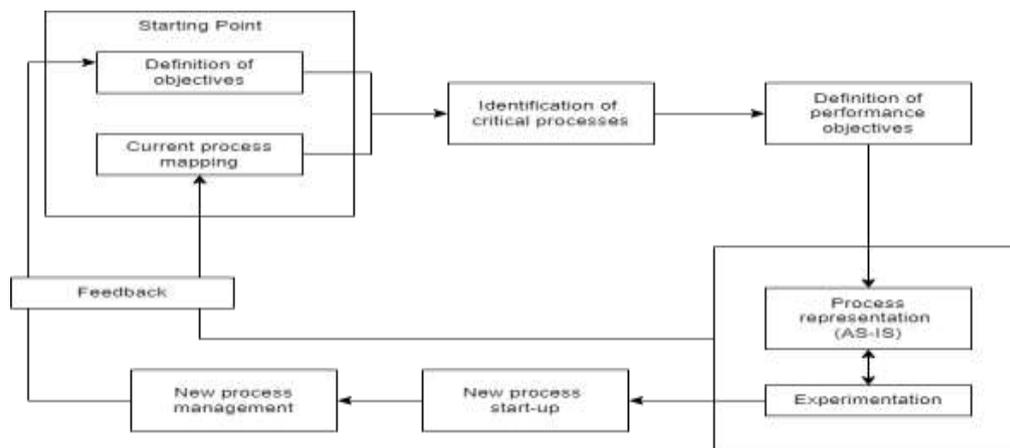


Figure 1: Stages in Business Process Reengineering

In Pakistan an evaluation of the venue booking process was researched and assessed. Initial inefficient processes within the venue booking led to increased operational costs and time delays. In order to facilitate the booking process, the city

level review looked to streamline the booking processes at the venue and incorporated a review of the time spent on the booking activities. This became the basis for the process redesign and performance evaluation through simulation.

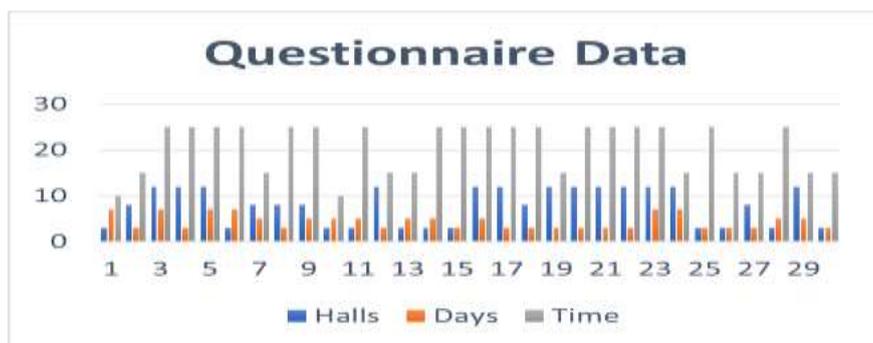


Figure 2: Questionnaire data of venue booking system

The objective of this investigation is to decipher the sequence of actions involved in booking a venue, which included commuting from home to the venue and gathering all necessary information. Figure 2 shows the data as the number of halls, days and time a person spends in this process. The primary aim of the study was to ascertain the costs associated with commuting between locations, and

the secondary goal was to estimate the time required to complete this task. This is followed by a more detailed analysis, as described in the subsequent sections: "Build and Communicate BPMN," "Assess and analyze the process effectiveness," "Propose a new process design," and "Model new and efficient process."

4.1 Build and communicate BPMN

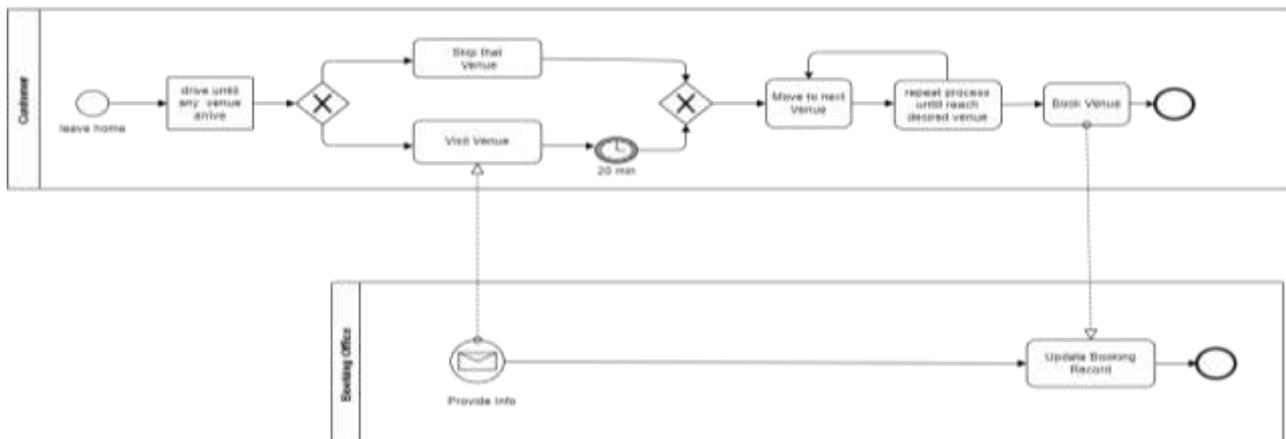


Figure 3: BPMN of IS-A process

In the context of our case study, a BPMN model was developed to represent the venue booking process and its key stakeholders - the customer and the booking officer. This model was instrumental in illustrating the sequence of activities that constituted the booking process, along with the decision-making points, all of which were denoted by diamond shapes. Each decision point included a likelihood for a yes/no response, allowing us to capture the dynamic nature of the process (Figure 3).

The process map and the simulation model were developed using the data collected from the venue booking office. The process map presented a static view of the process, while the simulation model added a dynamic perspective, showing how the process worked over time. This combination allowed us to delve deeper into the process dynamics, capture variations in process durations, and estimate the likelihood of different outcomes. A collection of process duration data was examined and a statistical analysis was performed to identify the relevant probability distributions and their parameters. These distributions were used to model the variability of task completion times for each participant in the booking process. This approach was necessary for precise process behavior modeling and for increasing the simulation results reliability. Meanwhile a BPMN representation of the system was prepared in order to convey the redesigned workflow to the pertinent audience. This was to make sure that the audience had a clear grasp of the process structure and the

enhancements made to the process. The model was presented in a graphical format that was easy to understand, allowing stakeholders to provide their inputs and feedback. The entire process was a collaborative effort, ensuring the validity and utility of the BPMN model in enhancing the venue booking process.

In order to evaluate the effectiveness of a process, AnyLogic is used to create a simulated version of the process and observe its performance. This is instrumental in understanding how the process could be improved. In the simulation, agents which are cars in this case playing the role as there is a person in it who's time is being calculated and represent the process and are connected to illustrate the process's logic. The process's duration and resource allocation can be determined by double-clicking its icon and entering the necessary data into its properties section or a pop-up menu dialog. The simulation includes a built-in graphics package that can provide an animated display, combining static backdrop elements, like the process schematic, and moving, dynamic elements. Figure 4 shows the primary logic of an agent's travel between locations, along with a delay for data gathering.

Before capturing correct findings, it's important to examine the model's behavior. This can be achieved through methods such as test runs and scrutinizing the animation display. For the simulation study to be successful, it's critical that the function's performance closely resembles the actual system.

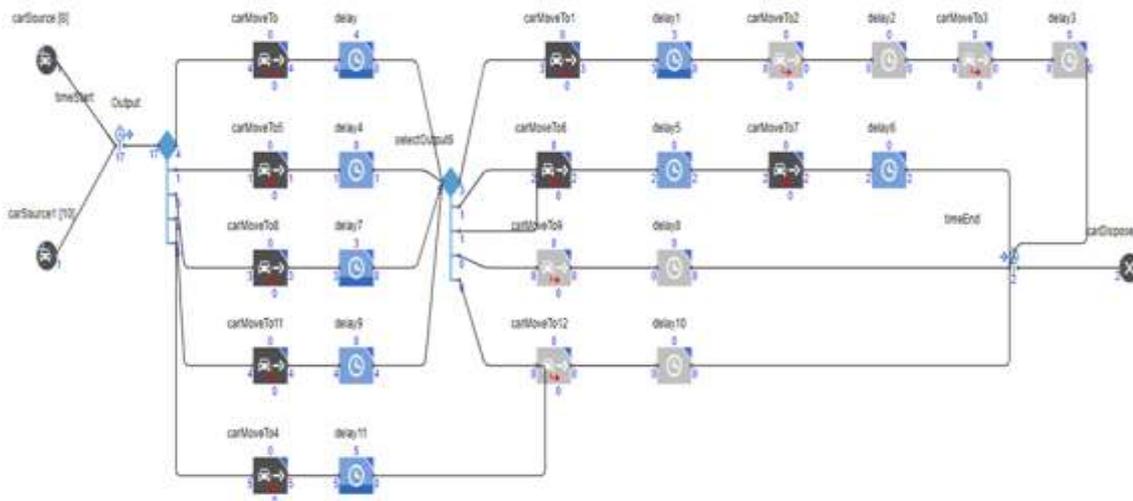


Figure 4: Simulation Logic of IS-A process

Once validated, the model can be run for a specified period, and the results can then be gathered. At this stage, the model simply replicates the behavior of the ongoing process, visualizing the entire process. This "is-a" model must be used to confirm that the model accurately describes the process.

The model was demonstrated to interested parties

to foster discussion about the model's behavior and identify any peculiarities. The main objective of the study was to identify the primary causes of delay in the system and devise solutions to reduce overall processing times. The model tracked the elapsed time from an agent's arrival until they booked a venue (i.e., when the "dispose" event occurred).

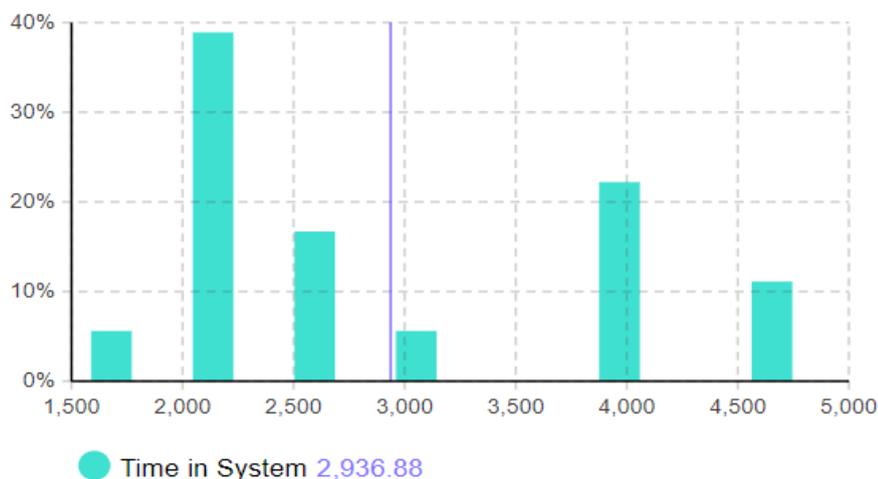


Figure 5: Time spent in system (Meantime)

The graph in Figure 5 shows the average time spent in the system by agents or persons as 2936.88 seconds.

TABLE I: ENTRY AND EXIT TIME OF AGENTS

Agent Count	Entry Time (seconds)	Exit Time (seconds)
1	128	416
2	128	704
3	128	992
4	128	1280
5	128	1568
6	128	1856
7	128	2144
8	128	2432
9	128	2720
10	128	3008
11	1028	3296
12	1028	3584
13	1028	3872
14	1028	4160
15	1028	4448
16	1028	4736
17	1028	5024
18	1028	5312

The table above represents the time when an agent enters the process and when they get out of it as exit time that will be used later for analysis. This

was implemented on the cars as persons for delay and the service. Figure 6 shows the mean and variance time of the agents in the system.

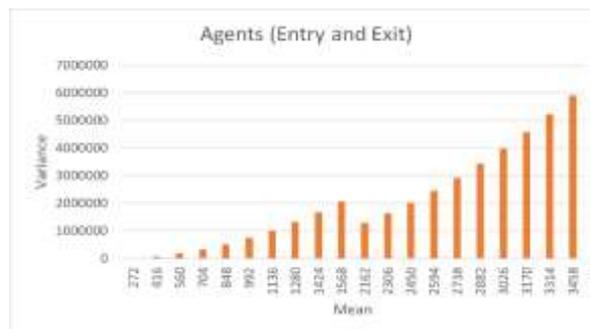


Figure 6: Mean and Variance of Agents Entry and Exit

Additionally, Figure 7 provides a process display featuring representations of both static and dynamic elements involved in the booking process.

It is a simulation model made in AnyLogic to experience the process and its effects.



Figure 7: Venue booking BPS display

In this scenario, the act of cars moving from one venue to another in search of a desired location is resulting in significant time consumption and high costs. Consequently, a key factor affecting the

overall time and cost structure has been identified. So, one potential strategy to reduce costs would be to minimize the amount of movement involved.

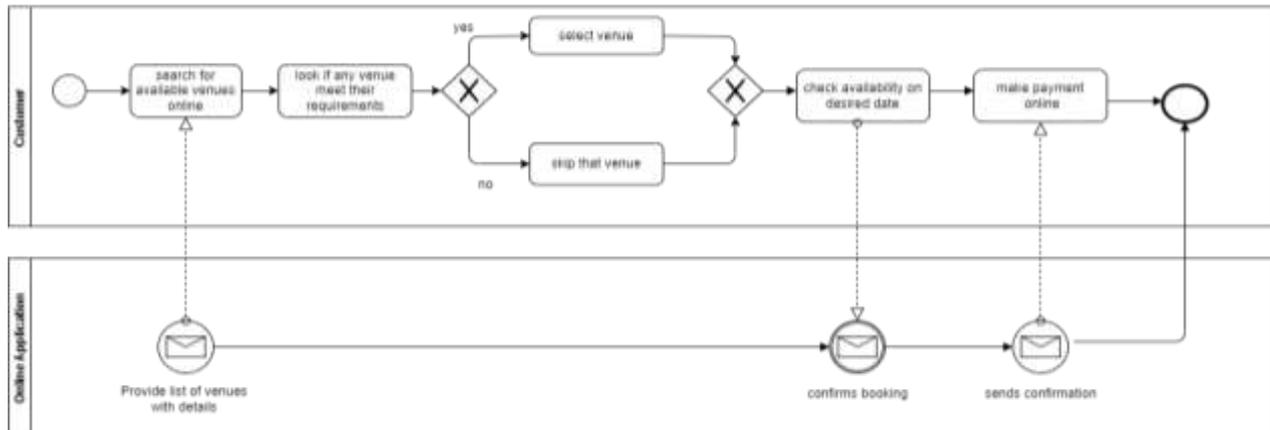


Figure 8: BPMN of TO-BE process

In exploring ways to reduce costs, the "to-be" model considered reducing the time spent visiting multiple venues to just one. An online booking application was proposed and implemented, estimating the necessary resources. This application allows individuals to book a venue that meets their requirements in a shorter period and at a lower cost. The proposed system also informs the user about the availability of the venue on the desired date.

After new process design is approved, the second step is to come up with a model of the new and simplified process. It is possible by changing the BPMN design to accommodate the new design and assigning the new roles and the new obligations of the process actors. It is important to put the new process into test within controlled environment so that it should be in accord with the process goals and requirements and whether there are any areas that could use more improvement. Once the new process has been tested and refined, the process needs to be continuously monitored, and changes made to the process to increase efficiency. The new process was thus initiated by developing the structure of the process. The BPMN model shown in Figure 8 illustrates the customer together with the online application that is utilized in the process of booking the venue. The process map indicates the sequence of tasks which begin with a customer seeking a venue on the internet. The process of booking consists of different stages, including the

input of personal information, the choice of the venue, and the payment. The procedure also includes a decision point wherein particular conditions are taken into account regarding the venue by customer. The process is terminated when the customer manages to book a venue. The participants also engage each other through exchange of messages including the confirmation message to the customer of the venue after booking. The presented BPMN diagram is a fair reflection of the venue booking process, the steps that are taken, information and information control flow, and interactions between various participants.

The process design, that was new and the simulation model provided a clear picture of improvements in the process performance. It also put the possible cost and time savings into clear focus and gave the stakeholders the full picture on how the new process was going to affect the overall business processes. In several aspects, simulations are useful in putting into practice a future process design. A graphical user interface will be an efficient means to explain the process to the stakeholders, including customers and the web application. The before and after the graphical illustrations would show how the changes would have impacted the process in real life scenarios. Also, a summary of process behavior will enable the stakeholders to know how a certain process step correlates with the general performance of the

process. The new process design display will enable cost and time reduction in the new operation. The possibility of improvement is brought out in the

performance measures, both pre and post performance measures, alongside the graphics.

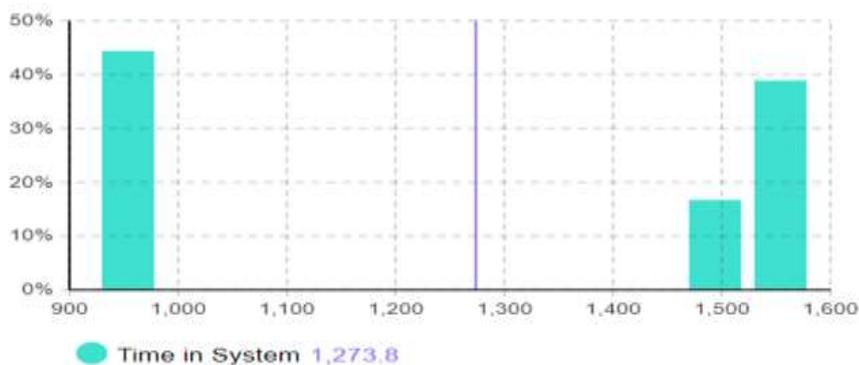


Figure 9: Time spent in System (Meantime)

The implementation of the new online venue booking system was carried out with a focus on simplicity and user-friendliness. The potential savings from reducing the need to physically visit different locations was quantified, as shown in Figure 10, allowing for the reallocation of venue

booking time to other tasks. The simulation highlighted that traveling to several locations was costly so in the new process user should visit only one venue or can be more if necessary but more work will be done through the application.

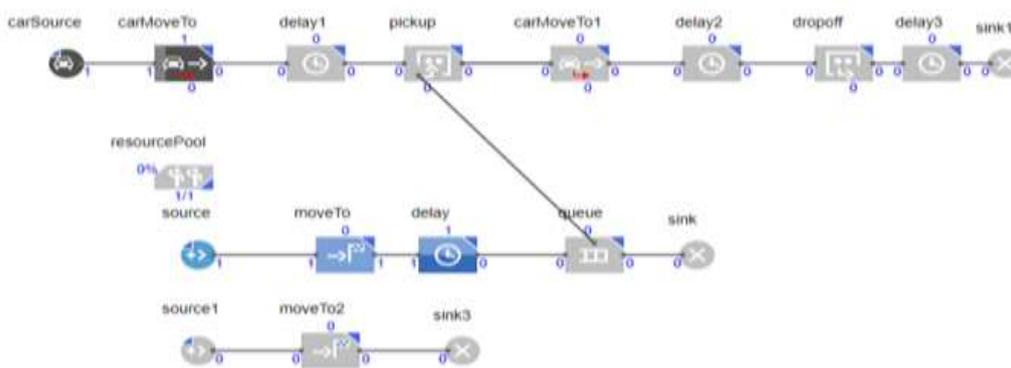


Figure 10: Simulation Logic of TO-BE process

Through simulation analysis, not only was the time consumed taken into consideration, but also the number of venues visited. By modeling the complexity of interdependencies between the venue booking process and the variability of venue

demand, a precise understanding of where cost and effort were being expended was achieved. Figure 11 depicts the mean time of agents in the system. Table II shows a huge difference in the exit time from that of Table II.

TABLE II: ENTRY AND EXIT TIME OF AGENTS

Agent Count	Entry Time (seconds)	Exit Time (seconds)
1	128	284
2	128	318
3	128	492

4	128	572
5	128	702
6	128	926
7	128	1046
8	128	1142
9	128	1468
10	128	1524
11	1028	1280
12	1028	1448
13	1028	1506
14	1028	1762
15	1028	2024
16	1028	2388
17	1028	2546
18	1028	2704
19	1028	3160
20	1028	3320

The online venue booking system interface typically includes the following components:

Home Page: This is the starting point of the interface. It includes three categories: marquees,

marriage halls, and restaurants. These are displayed prominently on the home page, and the user can choose any of these options as they are clickable card views.

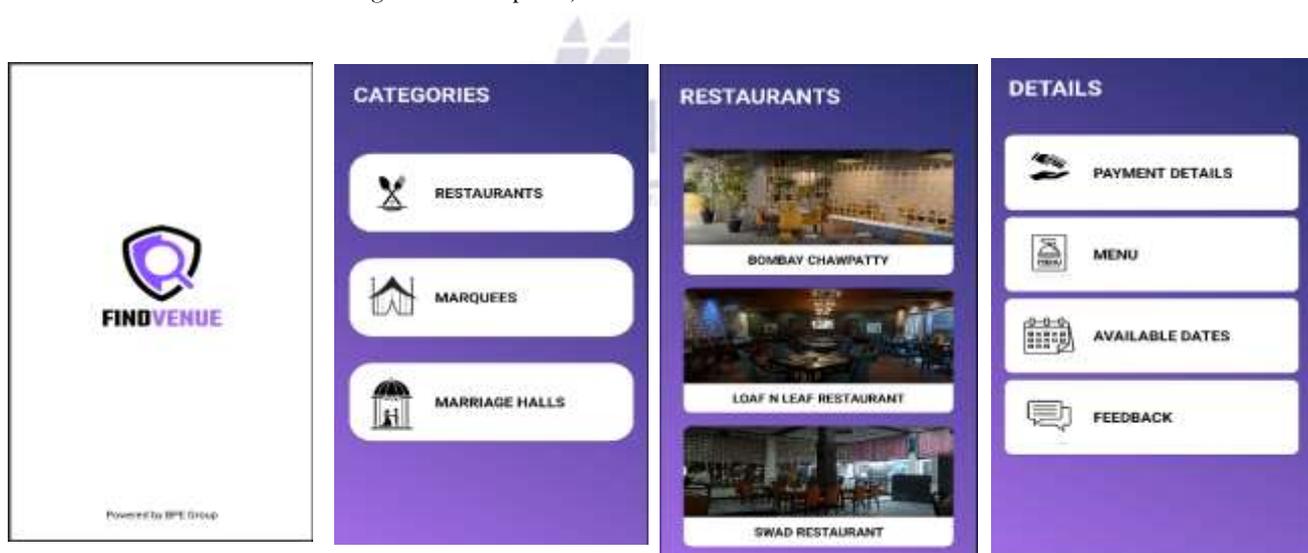


Figure 11: Application Interface

Venue Listing: After a user clicks on any of the three card views, the interface displays a list of venues that match the selected category. Each venue listing typically includes a photo and the name of the venue.

Venue Details: Users can click on a venue listing to view more detailed information about the venue. This includes photos, payment details, menus, available dates, and customer feedback.

Booking Calendar: The venue details page also includes a calendar that shows availability and allows users to make a reservation.

The key performance indicators (KPIs) were monitored to evaluate the success of the new process. The results showed a significant reduction in the time and cost of the booking process, validating the effectiveness of the business process

reengineering.

5 Discussion

In this study, we demonstrated the usefulness of Business Process Reengineering (BPR) in enhancing the efficiency of a venue booking system, Pakistan. We focused on the time and cost involved in the physical process of venue selection and booking, which included traveling to different locations to gather information and finalize bookings. Business Process Simulation (BPS) was utilized to simulate the existing process and identify areas of improvement. The data gathered

from this simulation was presented in Table 1, showing the time spent by individuals (referred to as agents) in the current venue booking process.

Using BPR, we proposed an online venue booking system to eliminate the need for physical visits, thus saving time and reducing costs. A simulation of the proposed system was then carried out, and the results were presented in Table III. This table showed a significant reduction in the time spent by agents in the booking process, with the duration of visits ranging from 288 seconds in the existing process to 156 seconds in the proposed process.

Agent Count	ISA process Time(seconds)	TO-BE process Time(seconds)
Agent 1	288	156
Agent 2	576	190
Agent 3	864	364
Agent 4	1152	444
Agent 5	1440	574
Agent 6	1728	798
Agent 7	2016	918
Agent 8	2304	1014
Agent 9	2592	1340
Agent 10	2880	1396
Agent 11	2268	252
Agent 12	2556	420
Agent 13	2844	478
Agent 14	3132	734
Agent 15	3420	996
Agent 16	3708	1360
Agent 17	3996	1518
Agent 18	4284	1676
Agent 19	4572	2132
Agent 20	4860	2292

TABLE III COMPARISON OF (IS -A TO TO-BE)

The evaluation of the Is-A and To-Be process times for twenty agents provides strong proof that performance has been improved after the process re-engineering. The line graph in figure 12 shows a very linear and strong increase in the Is-A process time with the increase in the number of agents,

clearly pointing out the existing system’s inefficiency and operational burden. On the other hand, the To-Be process line is always very low, showing the very short processing time for every agent. This first comparison of the graphs has confirmed that the new process is faster and more stable.

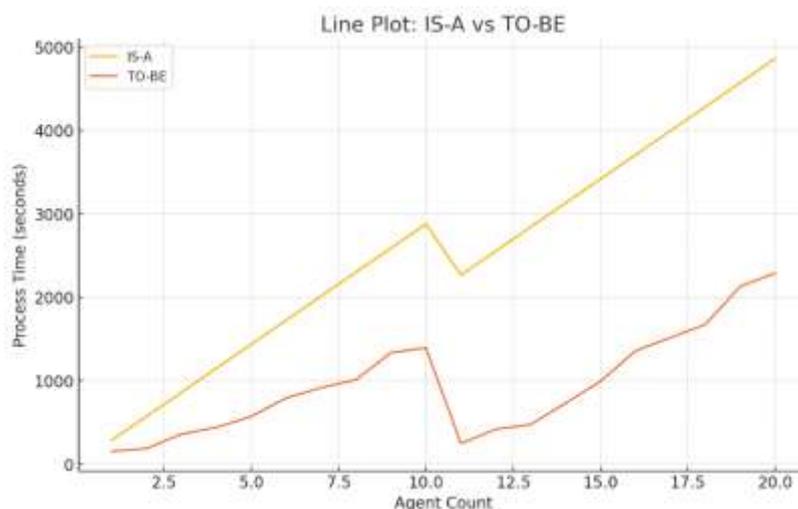


Figure 12: Line graph showing the time taken by 20 agents in IS-A and TO-BE process

Another analysis is shown by the area plot, which helps the improvement’s cumulative effect to be visually appreciated. The TO-BE area shown in the figure 13 is very much more confined below the curve than the IS-A area, meaning that the total

processing load has been greatly cut down. This cut down is of such a magnitude that it can be easily noticed in practice through less congestion in the system and higher throughput under the new model.

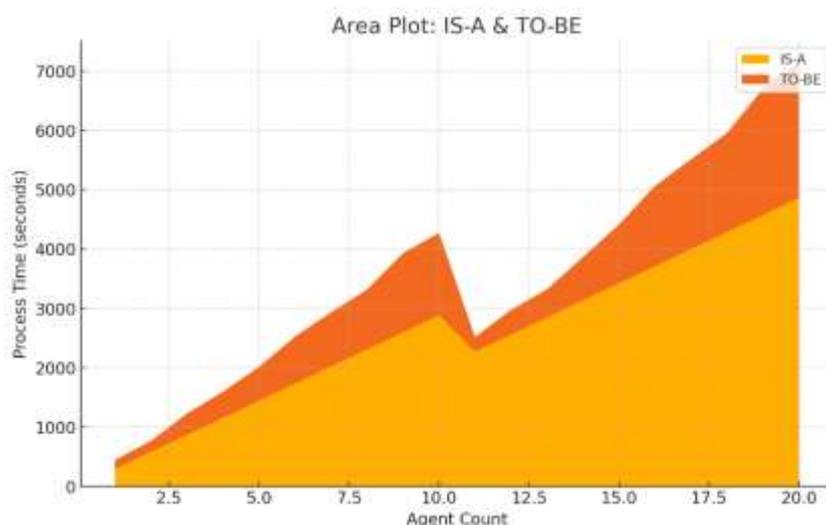


Figure 13: Area Plot of IS-A and TO-BE process

The histogram of time in figure 14 shows differences offers the distributional view of the extent of the improvement that can be seen with respect to different agents. Most of the values of the histogram are within the range of high time-saving, which means that the processing time of

most of the agents has been greatly reduced. This proves that the re-engineered process along with the simulation for the checking the results delivers not only marginal gains but also widespread and meaningful efficiency improvements.

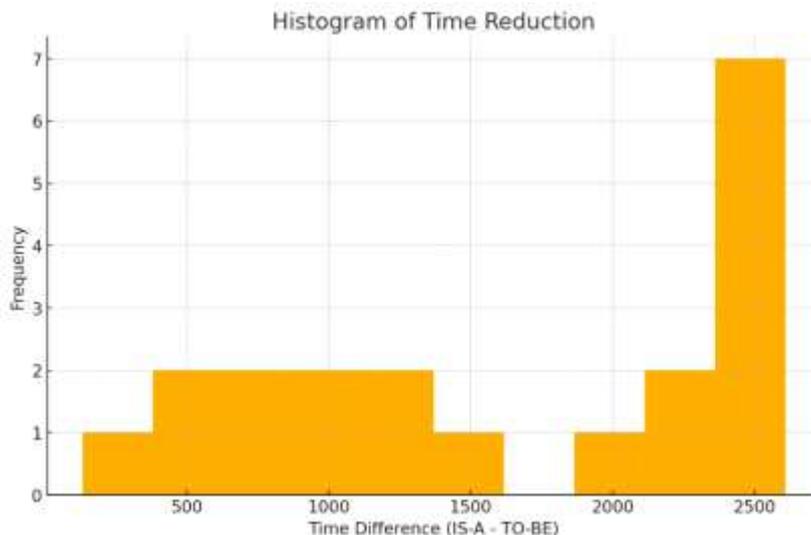


Figure 14: Time reduction of Is-a and To-be process

The box plot in figure 15 strongly supports this finding by showing the difference in Is-A and To-Be process variability. The Is-A times have a huge spread and are thus inconsistent and unpredictable corresponding to the old workflow. On the other hand, the To-Be process has a lower

interquartile range and median, which is indicative of an orderly and stable pattern of operations. Less variation is a need in public service environments where processing is done in a predictable manner contributing to better citizen experience and system planning.

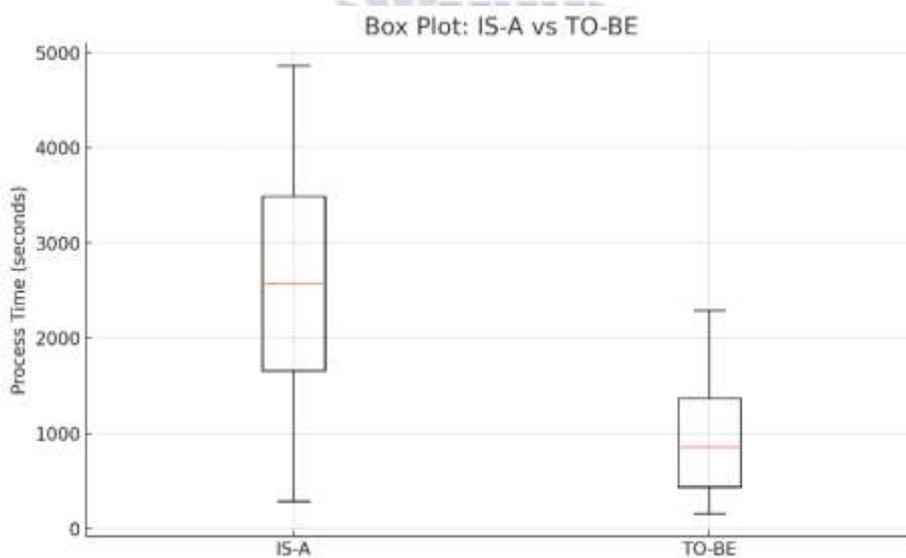


Figure 15: Boxplot of Is-a and To-be Process

Figure 16 shows trendline analysis applied to the To-Be data shows that although the processing time is still related to the agent count, the rate of increase is much less than that of the Is-A model. This gradual rise indicates improved scalability, to say the least, the To-Be process is able to accommodate larger amounts of work without a

proportional increase in processing time. Scalability is a vital factor for government service systems that have to cope with unpredictable and often increasing service demands. The synergy of the graphical analysis provides a clear insight that the To-Be model offers fast performance, great stability, and high scalability. The new process

design has removed significant bottlenecks that were responsible for considerable rises in the Is-a processing time, especially those noted in the erratic spikes for agents 11 to 13. In contrast, the

To-Be values remain controlled and efficient all through. Such an operational transformation is directly reflected as shorter queues, less waiting time, and more efficient delivery of service.

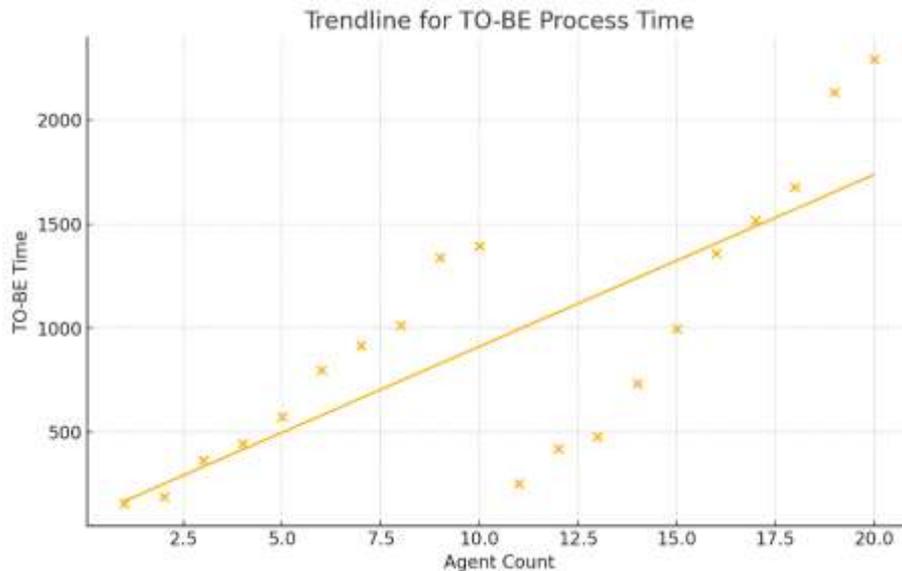


Figure 16: Trend line analysis on To-Be process of 20 agents

This suggests that the proposed online system is more efficient as it reduces the time required for venue selection and booking. Furthermore, it provides a more convenient and user-friendly experience for customers, which could lead to improved customer satisfaction. These findings highlight the benefits of BPR and its potential to transform business operations. However, it is important to note that the success of a BPR initiative depends on a thorough understanding of the existing process, clear identification of areas for improvement, and careful design and implementation of the new process. Furthermore, continuous monitoring and evaluation of the new process are essential to ensure its effectiveness and make necessary adjustments over time.

6 Conclusion

This paper has revealed the revolutionizing nature of Business Process Reengineering (BPR) in re-organization and enhancing business processes. It was analyzed that time loss and numerous effort inefficiencies are involved in the process of venue booking in Pakistan and were found to be related to the old, physical ways of searching and booking a venue. The application of BPR led to the implementation of a well-designed online venue bookings system and its results of efficiency are

checked based on the simulation model. That indicates a significant decrease in the time and amount of money spent on booking, and this way, improving the overall effectiveness of the process. The new system does not only make life easier regarding the booking process, but it also enhances the customer experience as they offer a more convenient, faster and cost effective way of searching, selecting and booking to the venue. Venue owners will also enjoy the advantages of the online system as it will enlarge their reach and make their operations more effective. They are in a position to post their venues online and that way they are able to reach a big number of people and are also able to handle their reservations better. In conclusion, it is possible to state that the success of this BPR initiative highlights the opportunities of digital transformation in the service industry. Not only does the online venue booking system address the need of the modern world towards a more efficient and useful way of booking, it is also highly set to address the needs of the future in this digital world. In this case, it is a step towards the development of the events sector particularly during wedding seasons. It is necessary to add that this study can be useful and it is also imperative to take into account the context, unique needs of every organization when launching BPR

initiatives. Further studies may further analyze other dimensions of BPR, including its effects on employee position and customer satisfaction to give a more detailed picture of its possible benefits and limitations.

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