

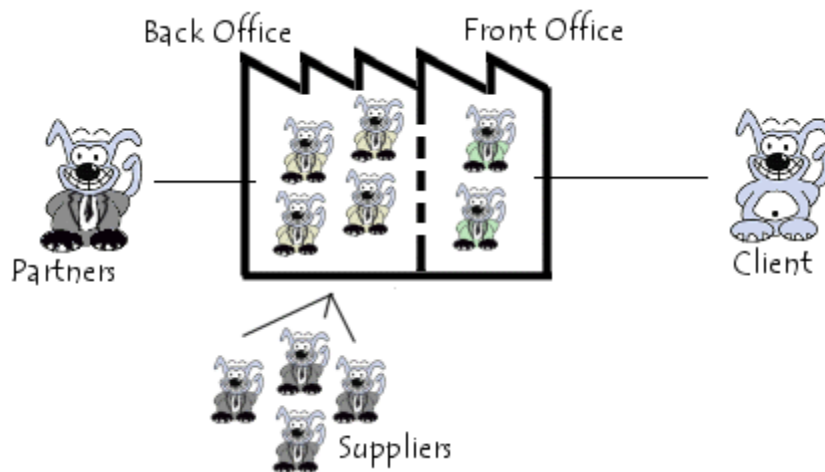
Front Office and Back Office

Front Office/Back Office

The terms *Front Office* and *Back Office* are generally used to describe the parts of the company (or of its information system) that are dedicated, respectively, to the direct relationship with the client and proper management of the company.

The **Front-Office** (sometimes also called *Front line*) refers to the front part of the company, visible for the clients and in direct contact with them, such as the marketing, user support, or after-sales service teams.

In turn, **Back Office** refers to all parts of the information system to which the final user does not have access. The term therefore covers all internal processes within the enterprise (production, logistics, warehousing, sales, accounting, human resources management, etc.).



In reality, Back Office and Front office are not entirely separate since the teams in charge of the customer relationship must know a minimum of information regarding the process of producing the product or providing the service of the company. In turn, the sectors that are dedicated to product design must be kept informed of problems that are encountered by the users or, in turn, their needs, in order to reenter a circle of continuous improvement.