knowledge16

Experience the Service Revolution



Designing a Service Catalog Without Touching Your Keyboard!

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servicenow



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25+ years in Service Management



Neal Murphy

3 years with ServiceNow

15+ years in Service Management

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Agenda

Why Are We Here Today

Designing Your Service Catalog in Five Easy Steps

Breakouts 1-5

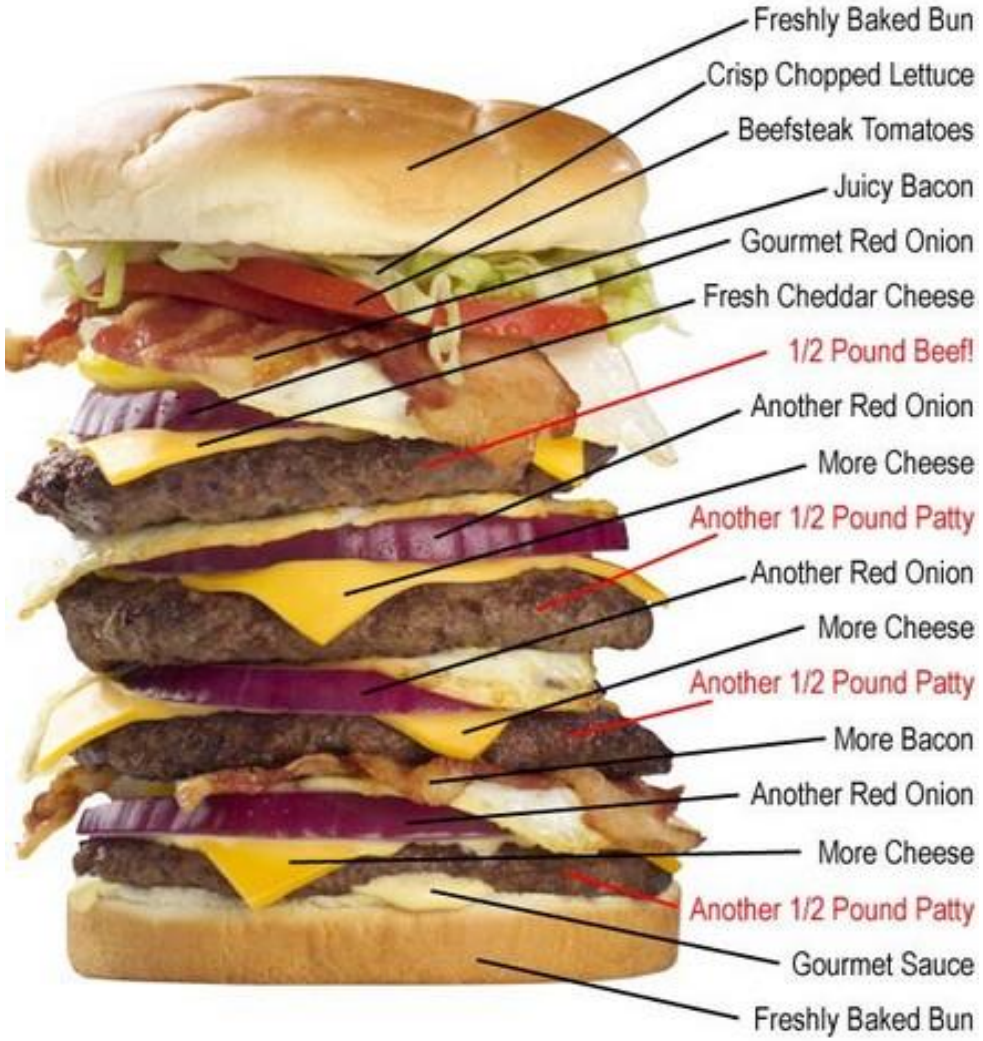
What Good Could Look Like

Wrap-Up

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Traditional IT Service Catalogs

- Hamburger
  - Base cost $5.00
  - Extra beetroot
  - Extra patty
  - Extra cheese
- Cost: $8.00
- Delivered within 2 mins
- Hygienically prepared
- Staff trained
- Ingredients stored appropriately
- Etc.



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And They Have to Have a Process!



- STEP 1 – Wash your hands and your countertop
- STEP 2 – Flatten and spread the ground hamburger meat so there is more surface area exposed.
- STEP 3 – Add the egg, Tabasco sauce, Worcestershire sauce, and a generous amount of crushed red pepper – no bread crumbs yet
- STEP 4 – Begin mixing all of the ingredients into the meat by folding the hamburger meat over itself and working it together with your hands – fold and press
- STEP 5 – Continue kneading the hamburger meat mixture until you are satisfied that the ingredients are evenly distributed
- STEP 6 – I will give you a prize if you have read this far and yell out 'You are making me hungry'
- …

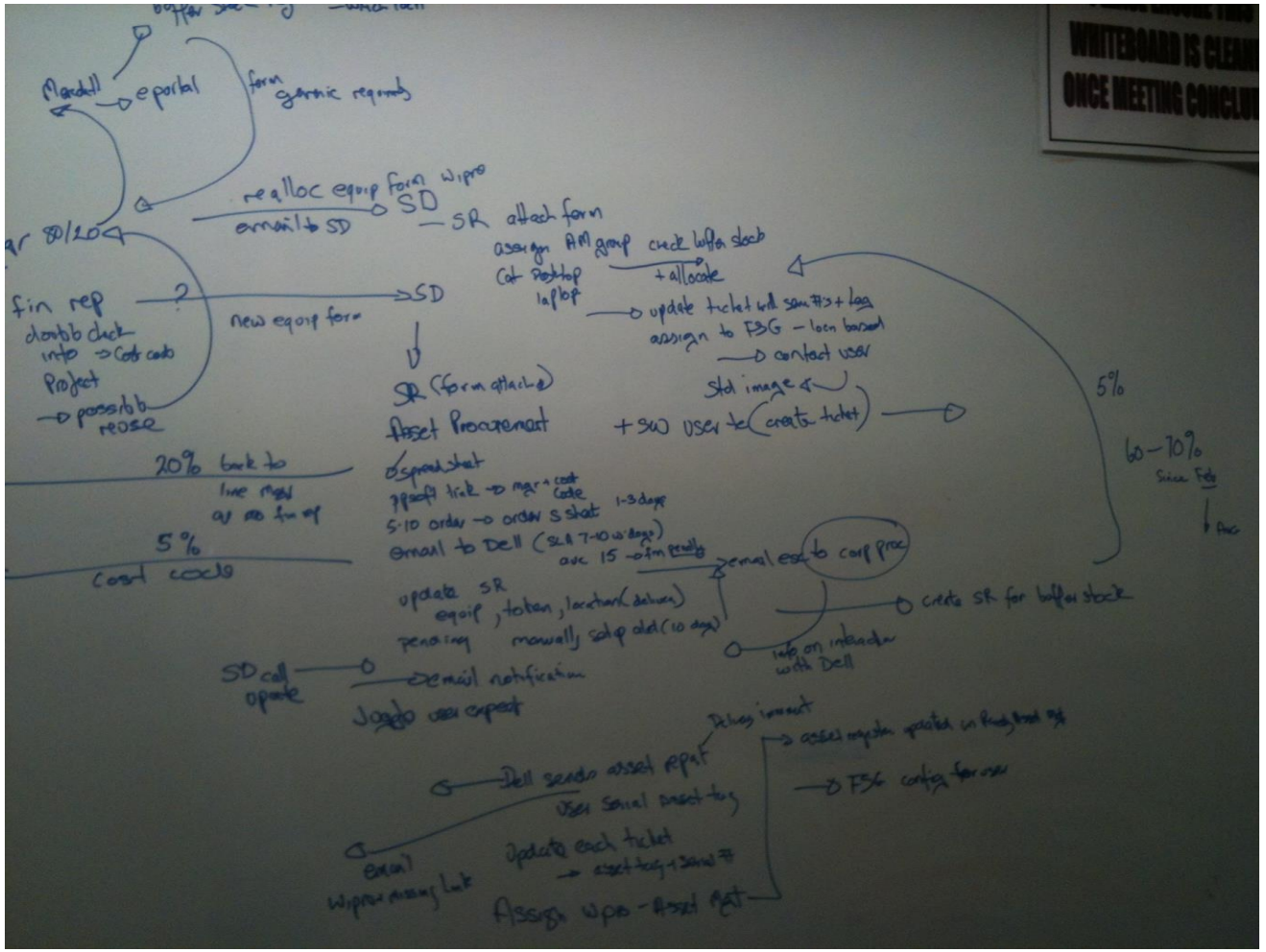
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Often Times IT Fails at This Bit



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Who Are My Consumers?

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Who Are My Consumers?

They are not users!

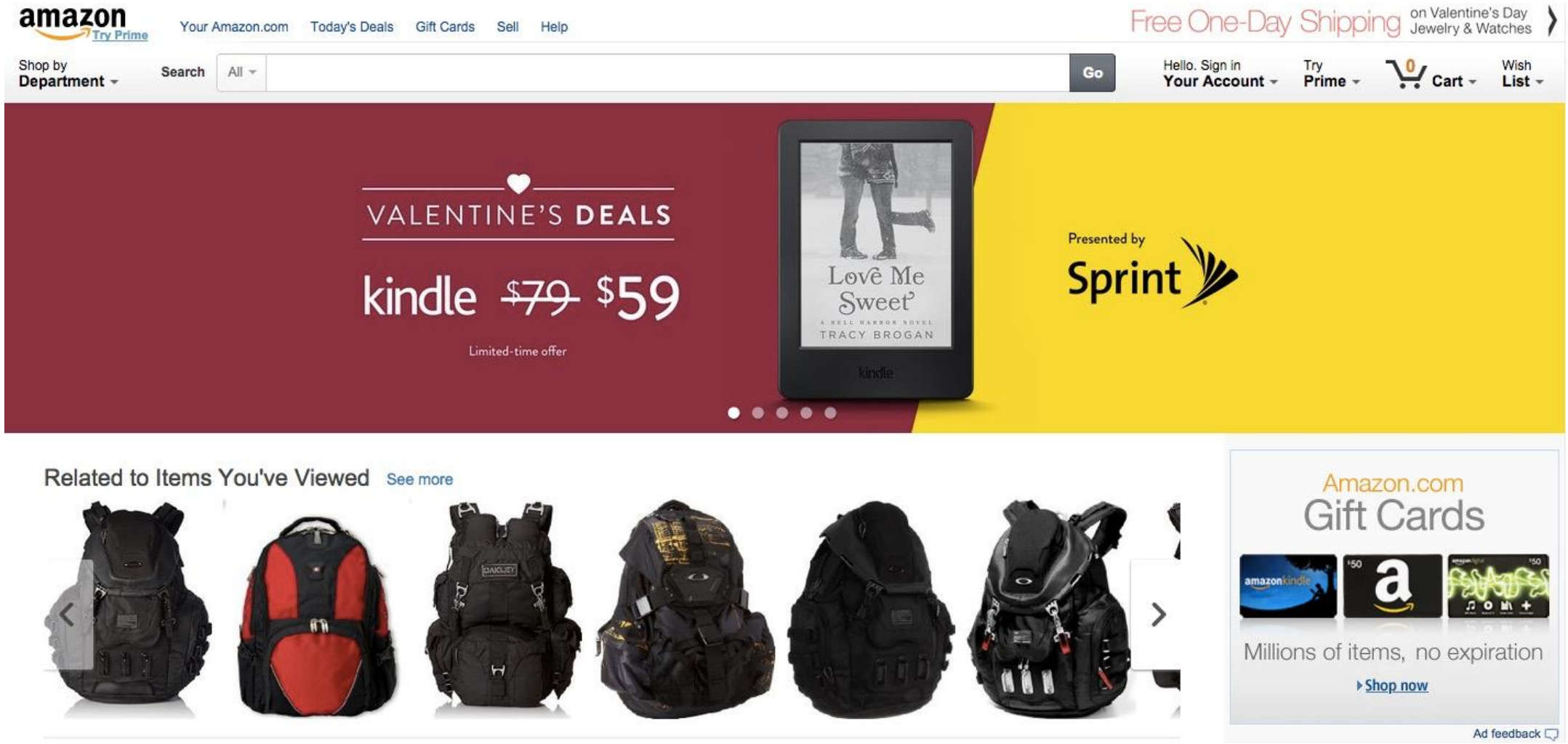
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Who Are My Consumers?



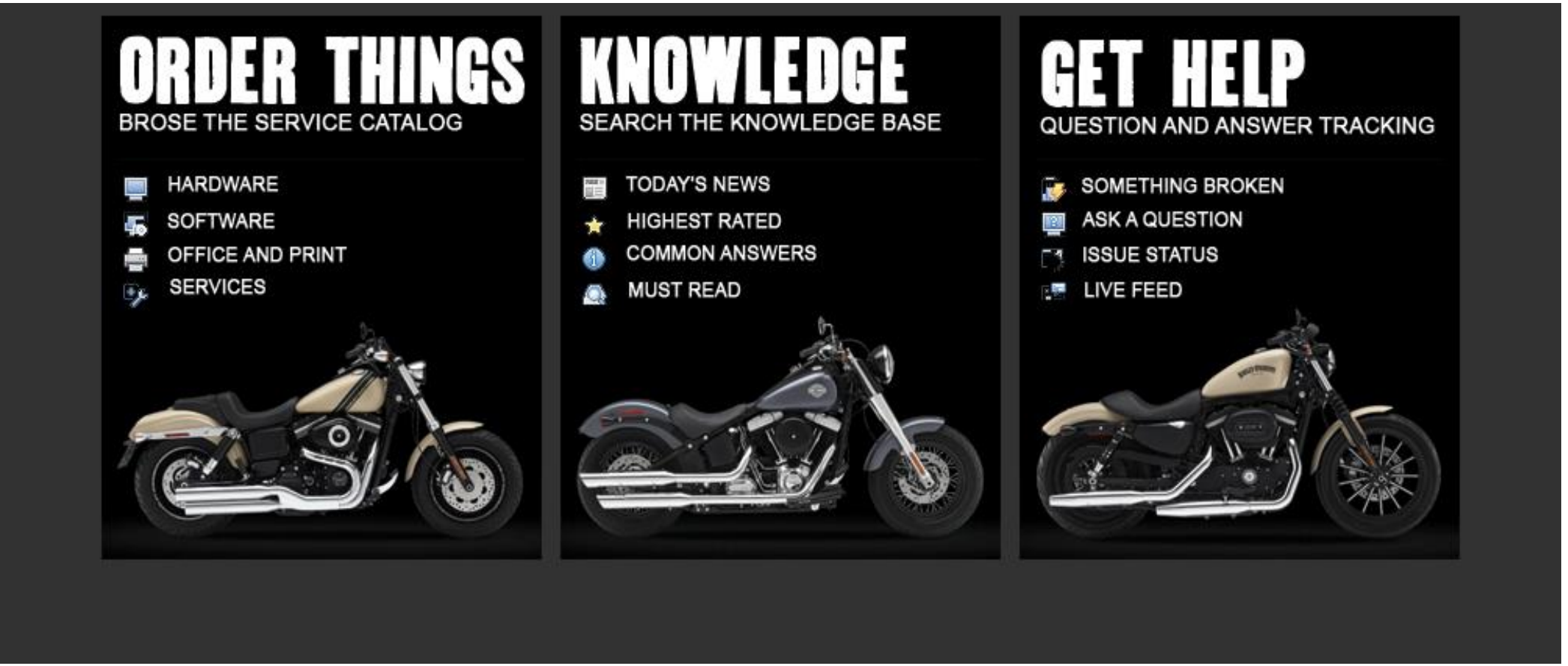
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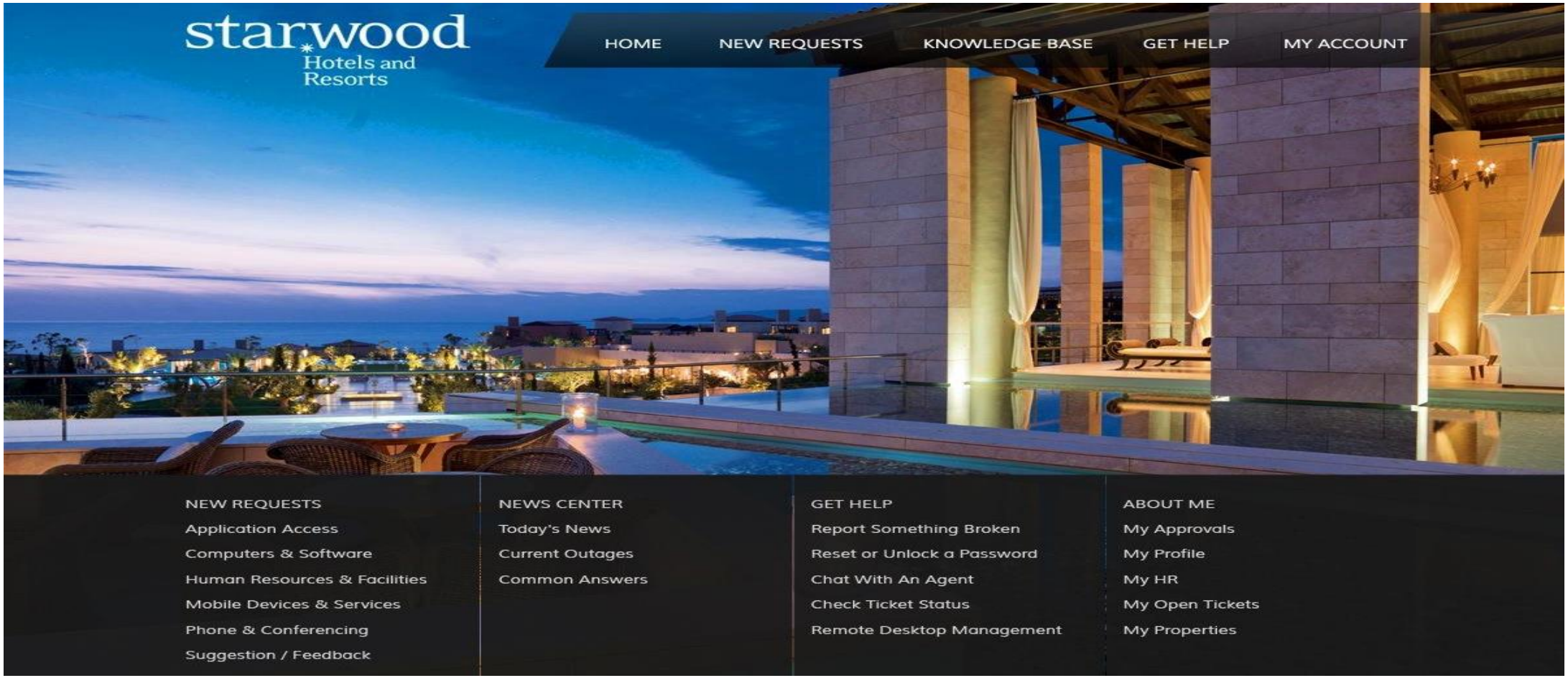
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What Drives Adoption?



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What Drives Adoption?











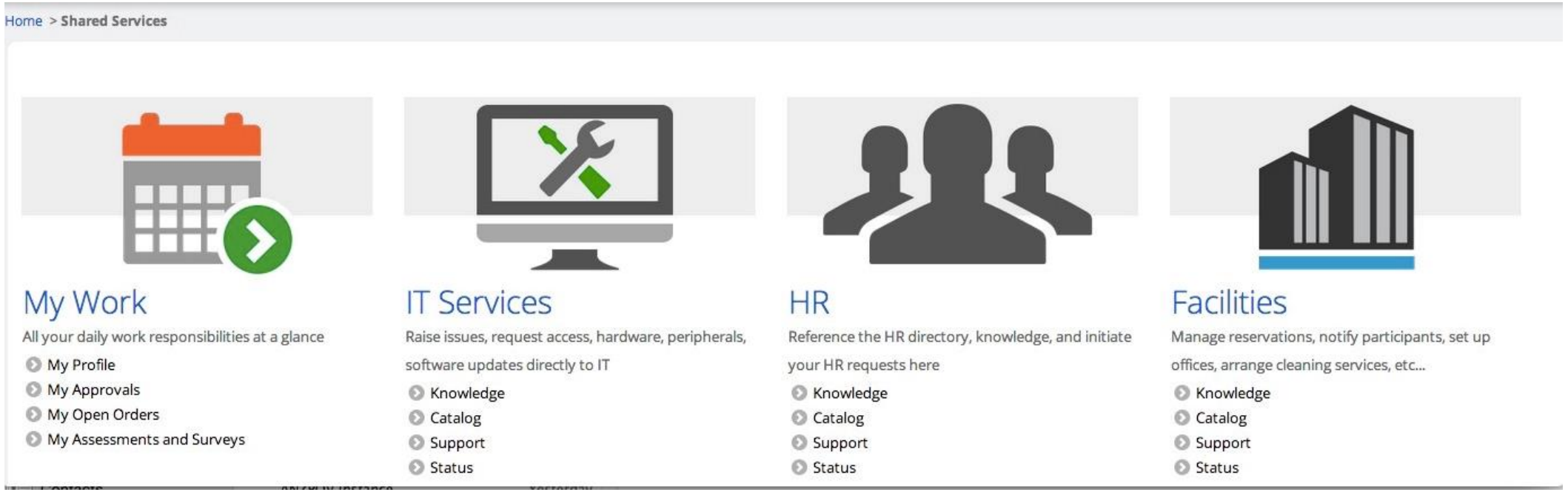






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What Drives Adoption?



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What Will Get in Your Way of Doing This?

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What Will Get in Your Way of Doing This?



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What Will Get in Your Way of Doing This?

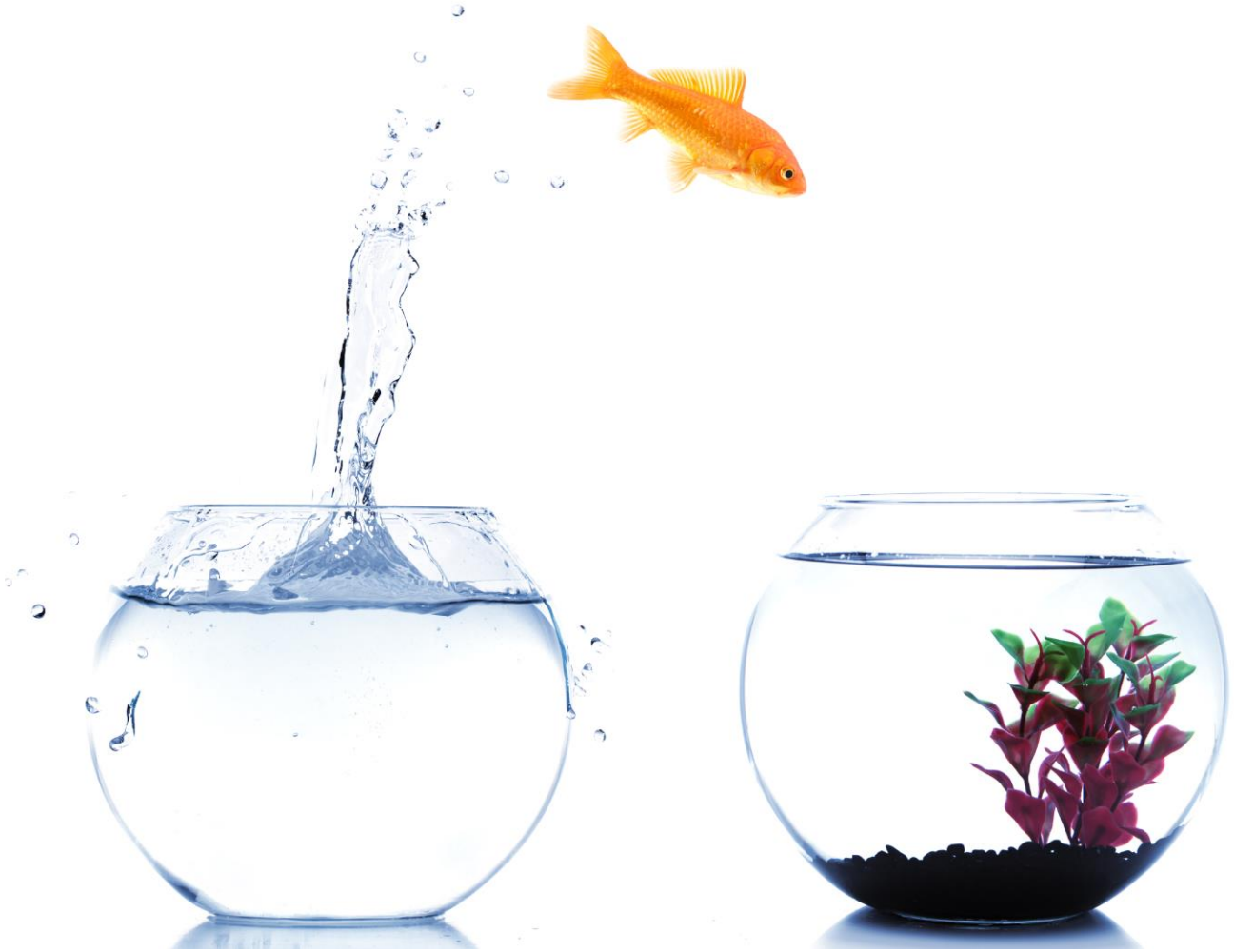


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Think of Where You Want to Be

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Think of Where You Want to Be



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What Are You Going to Do Now?



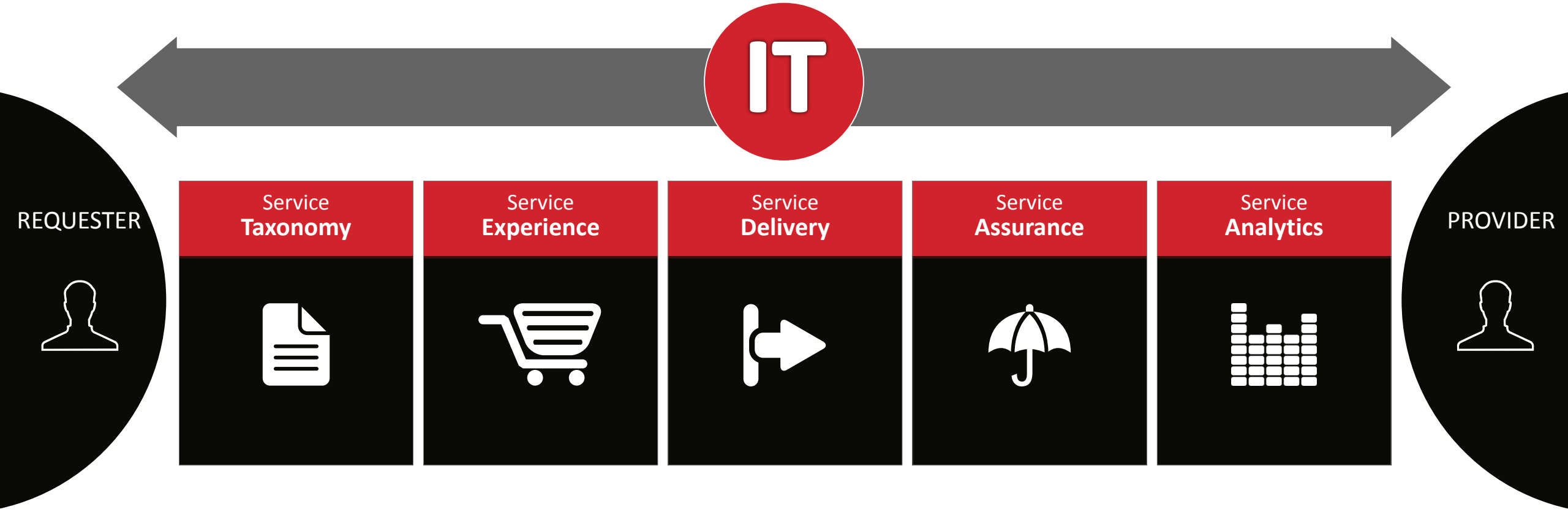
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Service Management

Methodology – How to Start the Journey

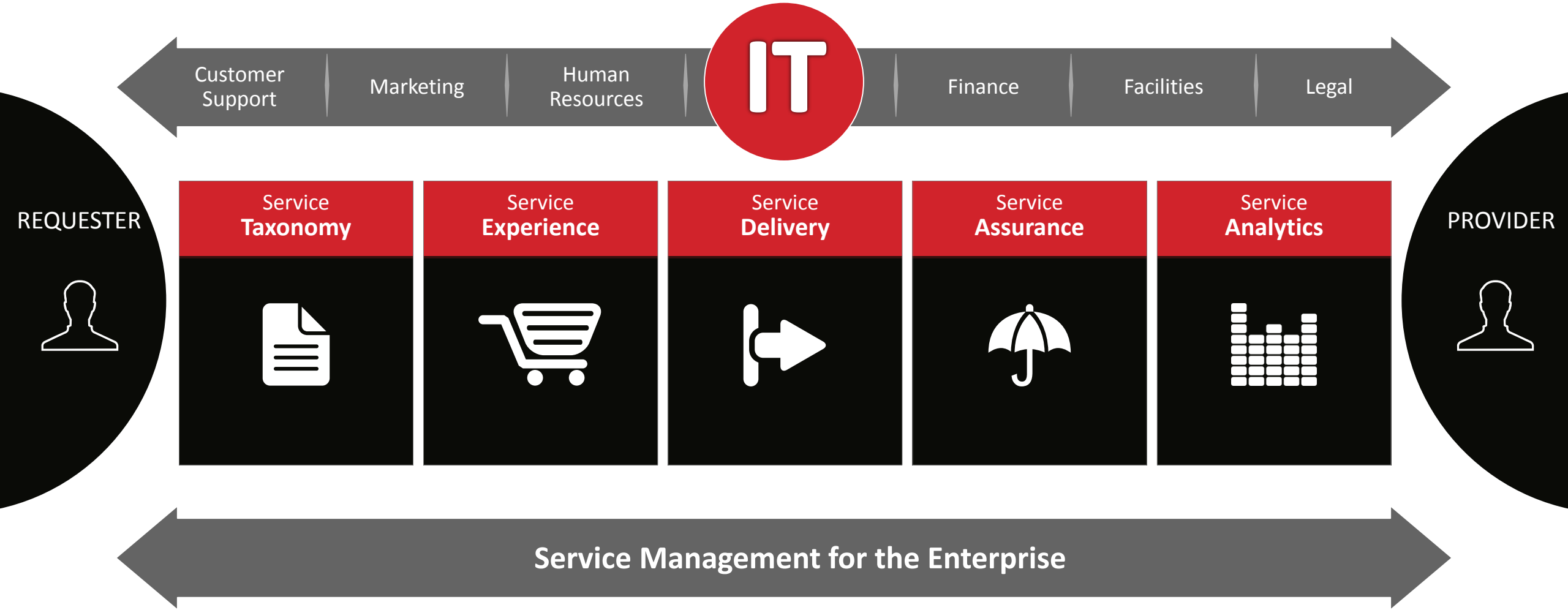
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IT Service Model



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Enterprise ~~IT~~ Service Model



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Taxonomy

- Definition
  - A classification scheme for services that establishes defined patterns of conduct, reusable business rules, layers of commonality, and architectural and design patterns for building solutions … or
  - Identify the service and say what it does and why
- Examples
  - Onboarding new employees
    - Making them effective contributors as soon as practicable
  - Fleet maintenance
    - Ensuring trucks are available and usable when required

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Experience

- Definition
  - The sum of all experiences a customer has with a supplier of goods and services, over the duration of their relationship with that supplier … or
  - How was it for you?
- Examples
  - How do I get the service?
  - How easy/difficult is it to use?
  - Does it do more – or less – than I expected?
  - Did it fail – and, if so, how was that dealt with?

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Delivery

- Definition
  - The mechanisms and controls that enable and ensure the service is available to those entitled to use it when and where they require it … or
  - Making sure it does what it should
- Examples
  - Catalogues to choose services – and levels of service – from
  - Entitlement and prerequisites required
  - Feedback that things are going OK (or not)

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Assurance

- Definition
  - A procedure or set of procedures intended to optimize performance and provide management guidance … or
  - Checking that things are OK, and taking action if they are not
- Examples
  - Understanding what is supposed to happen
  - Learning from past mistakes (not just your own)
  - What should happen if things go wrong
    - Service Levels
    - Escalations

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Analytics

- Definition
  - The discovery and communication of meaningful patterns in data … or
  - Finding things out
- Examples
  - Customer satisfaction
  - Cost and resource consumption
  - Service usage
  - Backlog
  - Trends

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Breakouts

Document and Capture Requirements

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Components of a Service

#1 Service Taxonomy

- Identify 3-5 services
- Describe purpose
- Describe outcomes

#2 Service Experience

- Pick 1 service
- How can it be requested?
- How can it be consumed?
- End User Input

#3 Service Delivery

- How is the service delivered?
- End user transparency
- Managing expectations

#4 Service Assurance

- What does good look like?
- What guarantees are offered?
- Process breakdowns

#5 Service Analytics

- How is the service measured?
- Pre-Post request metrics
- Supply and demand

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Breakout 1: Service Taxonomy

- Identify 3-5 services
- Describe these services
  - Building Facilities
  - Retail Store Support
  - Aircraft Maintenance
- Describe the outcomes of these services
  - To provide a safe and secure environment for employees and visitors
  - To provide support to store employees to enable the smooth running of daily operations
  - To track and manage all aspects of aircraft safety and ongoing maintenance

15 Minutes

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Taxonomy

Service Name	Retail Store Support
Description	Provide employee, facility and logistical support for all retail locations
Purpose	Give retail locations and employees the ability to maintain and manage daily retail and staff operations
Outcomes	Support stores and store employees to enable the smooth execution of operations

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Breakout 2: Service Experience

- Pick one of the services identified in the previous breakout
- How can this service be requested?
- What information should the requestor see?
- What information is required to enable fulfillment?
- Is self-service important?
- Can the request be solved with the use of a Knowledge Base?
- How can the service be consumed?

15 Minutes

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Experience

How is the service made available?	Web-Based | Mobility
How is the service consumed?	User driven on demand
What are the options or offerings?	The capability to submit issues with retail Point of Sale (POS) equipment
What does good look like?	Simple with minimal data entry and platform aware of store assets

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Breakout 3: Service Delivery

Using the previously identified service in Breakout 1 and Breakout 2

- How is the service delivered or consumed?
- How will the requestor know when the request is complete?
- How will you manage expectations and prevent escalations?
- What insight does the Requestor have into the process?

15 Minutes

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Delivery

How is the service provisioned?	Automated routing of assigned record
Entitlements needed or other dependencies?	Dependency on store point of sale information
Feedback Good or Bad	SLA and OLA results – statistical measure NPS\CSAT – subjective measure
Delivery Options or Service Changes	Escalation point based upon ability to trade

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Breakout 4: Service Assurance

- What does good service look like?
- How can you guarantee the service levels offered to the customer?
- What insights can be provided to current and past performance?
- How are process breakdowns handled?
- Are there exceptions to the process?

15 Minutes

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Assurance

What does good look like?	Visibility of expected and actual outcomes
Metrics or Measurement	Understanding impact on store trading and managing in accordance with potential revenue loss
Past Performance and Service Availability	Tracking of asset reliability
Exceptions to the process?	Remote stores with 3rd party agreements for POS systems

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Breakout 5: Service Analytics

- How is the service measured?
- Are there metrics that identify or demonstrate quality?
- How will service demand and supply be tracked/balanced?
- Is it possible to show before and after measurement and improvement?
- Do customers like or dislike your service performance?

15 Minutes

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Analytics

How is the service measured?	The ability to deliver replacement POS equipment within SLA and reliability of POS equipment models
Customer/User Satisfaction	Positive NPS Scores SLA / OLA-based fulfillment
Cost and Resources Required	New equipment Logistics (delivery) cost | Field service (installation) cost
Supply vs. Demand	On demand (replacement) based service % of fleet-based inventory holding i.e. hold 20 terminals for deployment

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What Good Could Look Like

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Top Takeaways

1. Identify services delivered manually or in an unstructured way.
2. Educate service owners on how easy it is to introduce new offerings in the catalog.
3. Get creative, find things that are often requested, but seldom valued.

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Take the Survey

Please take a moment to complete a session survey in the Knowledge16 app.

Thank You

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