

The Service Management Masterclass™

PRAGMATIC METHODS FOR DESIGNING A CUSTOMER RELEVANT SERVICE MANAGEMENT SOLUTION



VITAL KNOW-HOW™

Do you need a comprehensive blueprint for service management?

Are you lacking vital know-how and interested in a self-funding approach?

Do you need to ensure your service management initiative is customer relevant?

The Definitive Masterclass Experience

Successfully Architect a Customer Relevant Solution

If you are searching for a class that provides a comprehensive body of knowledge for service management, proven know-how on how to transform your organization to one focused on customer outcomes, and how to manage the customer experience - look no further. This is it.

What does the masterclass include?

The masterclass provides a blueprint and detailed instructions for the architecture and operation of a service management system and supporting organization based upon the Universal Service Management Body of Knowledge (USMBOK). The USMBOK spans 22 system elements, 15 service lifecycle stages, 7 knowledge domains (key roles) and 40 knowledge areas.

Who is the masterclass designed for?

The masterclass is specifically designed for service management professionals who are charged with guiding themselves and their organizations through the challenging times of a service management led transformation. Its for those who need to know the 'must do', the 'how to', and the 'when to'.

What's unique or different about this masterclass?

The masterclass is not about how to implement or re-engineer processes. It does not introduce concepts without a viable method for their development. This represents inside-out thinking and typically fails the customer. Instead, the focus is on the key elements of a successful service management system, how they are developed, and how to establish and maintain a self-funding and propelling continuous improvement effort targeting successful customer outcomes and customer satisfaction levels.

WHAT YOU'LL LEARN

As a result of this class you will know:

- Why traditional process improvement and capability maturity led initiatives fail
- The elements of a service management system
- The key roles within a service provider organization
- How to uncover, document and integrate customer outcomes
- How to measure customer satisfaction
- How to design and operate a self-funding continuous improvement program

WHO IS MY INSTRUCTOR?

Ian M. Clayton, Recipient Service Management Master™ Award for 2008, ITIL® V3 Expert, Certified Service Management Professional, ITIL instructor since 1997, 36 years experience, author Universal Service Management Body of Knowledge.



CLASS DURATION

4 days. No prerequisites.

Welcome to Experiential Service

Focus shifts from process to service, to managing the customer experience

Experiences are the latest economic offering, as distinct from services as services are from goods. The customer experience of encountering products and services is at the heart of customer satisfaction.

Service management was, and is, a systematic method for managing the provision of services to customers based upon a known quality, cost, desired outcome, level of customer satisfaction, and **management of the customer experience**.

With its concepts and methods rooted in product management, it is *universally* applicable across service industries. It can also act as a **transformation method** for any organization wishing to change and operate as a service provider, including an information technology (IT) organization.

A number of IT organizations have begun the journey to transform themselves into a customer focused service provider. Tradition has shown they follow a blueprint that is both vague and incomplete, and are at risk.

Most, if not all IT Service Management (ITSM) initiatives are 'inside-out', placing an undue bias on internal processes and measures, at the expense of a focus on customer outcomes and satisfaction. They typically involve the implementation of an onerous best practice framework, reengineering or replacement of processes, and definition of services, all without due consideration of the customer.

Some survive on the promise of future benefit and **all** are vulnerable as projects are reprioritized. Very few indeed know the key concepts, artifacts and policies to include in their implementation plans and how to target a system and transformation method that is customer centric, based upon continuous improvement, and self-funding.



VITAL
KNOW-HOW™

What questions does the masterclass answer?

Using a combination of simulations and workshops designed around a case study, attendees disassemble and reassemble the moving parts of a service management system and the service provider organization, and in doing so answer the following questions:



1. How to explain what 'service management' is to various communities and stakeholders within an organization, why it makes sense, why the approach chosen for adoption is preferred, how it will affect them, and how they can get involved and contribute
2. The sources of relevant knowledge, and how to leverage what exists to maintain a universally applicable approach to service management
3. The elements of a service management system in the truest sense of the term system, and not just limited to technology or system applications, how they fit together, and their relative importance
4. The concept of a service provider organization, the key roles within that organization, and how all of this fits into the design and operation of a governance framework
5. How to map a body of knowledge to a service management system, and operation of that system within a service provider organization
6. What a *best practice* is, as well as a worst practice, and how to adapt and apply the better practice to a service management system, or service provider organization to mitigate or eliminate an identified problem and its impact
7. How to approach the development each of the key artifacts and 'processes' required by the service management system
8. How to assess a service provision capability, identify shortcomings, and develop a pragmatic remedial plan of action, affordable and timely in its delivery of benefits
9. How to define a problem in terms neutral to interested parties, its impact upon various stakeholder communities, and how to translate it into an opportunity for improvement by clearly stating the benefit of remedial action
10. How to incorporate related areas of expertise, such as international and national standard specifications and regulatory compliance, as well as related bodies of knowledge
11. How to define and manage the relationship with each customer community
12. How to discover and document the customer activities and processes vital the mission
13. How to capture the 'voice of the customer', and translate those needs and wants into service requirements, and agreements containing service level guarantees
14. How to develop and maintain a 'product plan' for a service and service portfolio
15. How to define the quality and cost of a service in customer and provider terms
16. How to define and market services to a customer community
17. How to identify points where service encounters occur, and design suitable capabilities into service fulfillment and service support protocols
18. How to associate the service infrastructure with vital customer activities
19. How to design a service support practice that manages incidents as they relate to customer activities and service guarantees
20. How to define and manage the path of service requests through the system
21. How to design procedures that enable risk assessed change to the service management system and service provider organization
22. How to design a priority schema to sequence the work performed by the service provider organization in line with the commitments made within service contracts
23. How to measure and performance manage the service provision capability
24. How to transform an organization focused on managing infrastructure, to one that includes managing customer satisfaction, and the achievement of results through the provision of services
25. How to establish a continuous improvement 'engine', designed to find and eliminate wasteful and inefficient practices, and protect the customer experience and satisfaction
26. How to build the case for action based upon addressing key management imperatives
27. How to design a self-funding improvement approach
28. How to ensure an explicit customer reason is in every decision, including what services to offer, and where and how to apply best practices for maximum customer effect.

The above list is not exhaustive. If you have a specific question or challenge you are facing, please contact us directly to find out if it is, or can be addressed as part of the masterclass event.