



# Outside-In Service Management™

Ensuring the customer and service experience are managed

START WITH

# WHY ?

DESIGN, INSPECT  
AND IMPROVE  
THE CUSTOMER AND  
SERVICE EXPERIENCE



## IS THIS YOU?

1. YOU ARE UNABLE TO DESCRIBE YOUR VALUE TO CUSTOMERS.
2. KEY STAFF ARE UNABLE TO STATE CLEARLY WHO THE CUSTOMERS ARE, AND WHAT YOU DO FOR THEM.
3. THE VIEW OF CUSTOMERS, WHAT THEY CARE ABOUT, AND HOW YOU SERVE THEM, DIFFERS SIGNIFICANTLY ACROSS YOUR ORGANIZATION
4. WHEN COMPARED, MORE TIME IS SPENT ON INTERNAL ISSUES, PROCESSES AND CONFLICTS, THAN ON DISCUSSING THE CUSTOMER OUTCOMES AND NEEDS.
5. FEW DECISIONS ARE EXPLICITLY DRIVEN BY CUSTOMER NEEDS.
6. YOU HAVE TROUBLE ADAPTING TO NORMAL VARIATIONS IN THE CUSTOMER OPERATIONS AND GET 'BLINDSIDED' BY CHANGES IN STRATEGY AND BEHAVIOR.
7. YOU ARE TRYING TO APPLY ONE RIGID PRACTICE OR PROCESS FRAMEWORK TO ALL CUSTOMER SITUATIONS AND SCENARIOS.
8. YOU DO NOT KNOW HOW YOUR EFFORTS RELATE TO THE INTERESTS AND DESIRED RESULTS OF YOUR CUSTOMERS.
9. YOU ARE REWARDED BASED UPON THE WORK DONE, NOT THE RESULTS YOUR CUSTOMERS ACHIEVE.
10. PERFORMANCE MEASURES ARE MORE FOCUSED ON THE WORK PERFORMED, THE PROCESSES, OR THE TECHNOLOGY, THE 'WHAT' AND 'HOW', THAN ON CUSTOMER OUTCOMES, THE 'WHY'.

## To Succeed You Must Think 'Outside-In'

### Outside-In Thinking Connects you with the Customer Outcomes, Service Experience and Levels of Satisfaction

**What is "Outside-In Thinking"?** Outside-In (OI) thinking places the interests of the customer first, ensuring an explicit customer reason is in every decision.

Outside-In thinking ensures you and your organization are centered on your customer, and the customer experience using services, is known and managed.

OI Thinking principles have proven universally successful within the most successful business enterprises, ensuring work effort, and the processes they are elements of, are designed to meet the needs of the customers they serve.

Now you too can incorporate OI Thinking into your service management initiative, to make better decisions on what products and services to offer, the makeup of those services, the interactions, touchpoints and the 'moments of truth' needed to be designed in, and how to measure and manage your customers level of satisfaction with their service experience.

### What is Outside-In Service Management?

The Outside Service Management™ program and supporting education provides comprehensive instruction on how to apply outside-in thinking to service management initiatives.

Based upon the Universal Service Management Body of Knowledge (USMBOK), the instruction enables you to design and operate 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*.

**THEN YOU ARE LIKELY  
THINKING 'INSIDE-  
OUT'.**



## Welcome to Experiential Service Management

### 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, a representative from the service provider organization, and their emotional content, 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, their 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, especially 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 they are at risk -of failing their customer and sponsoring management.

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.

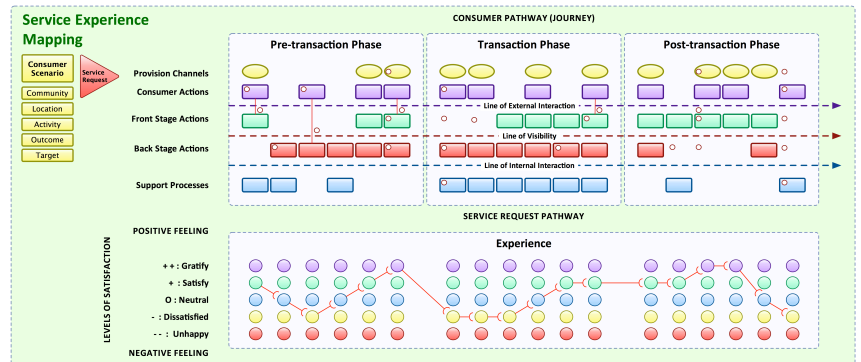
They typically involve the implementation of an onerous 'best practice' framework, such as the IT Infrastructure Library®, the reengineering or replacement of processes, and definition anew of services, all without due consideration of the customer.

Some survive temporarily on the promise of future benefit. All are vulnerable as projects of being re-prioritized or abandoned.

Very few actually know the key concepts, artifacts and policies to include in their plans, or how to target a system, and transformation method, that is customer centric, and based upon a self-funding, continuous improvement approach.

## The OISM Foundation Class

Outside-In Thinking starts with 'why'. Why do you do the work you do? How does what you do help customers achieve the outcomes they desire? OI Thinking ensures you and your organization 'learn to see' and make decisions from a customer perspective.



The Outside-In Service Management (OISM) Foundation class introduces and explores the key concepts of outside-in, or customer first thinking, and how it can be applied to ensure an organization and the products and services offered, contracted, and provided in a customer centric and relevant manner. By attending the two-day class you will learn:

- The true purpose of an improvement or service management initiative
- Why traditional process improvement, capability maturity led initiatives fail, especially those found within an IT organization
- The Key indicators you and your organization might be thinking 'inside-out' and some common inside-out strategies you should avoid
- The elements of a service management system (based upon the USMBOK)
- The key roles within a service provider organization
- The key principles of customer first, outside-in thinking
- How to map and integrate the customer and service experience into your strategies
- How to detect, design-in, and manage service 'moments of truth'
- How to collect feedback determine the level of customer satisfaction
- How to develop a common method of customer-driven prioritization to sequence the work effort
- Where outside-in thinking directly helps key service management artifacts, such as contracts, catalogs, and request management systems
- How to ensure transformation and continuous improvement initiatives are driven by understanding **what** a service does for the customer in terms of enabling and supporting their 'Successful Customer Outcomes (SCOs)'.

The class is unique in both defining how outside-in thinking applies to products and services, and in helping service organizations and professionals apply this thinking to service management initiatives, ensuring customer centricity, and a focus on the creation of true value for customers.

The class prepares each attendee to successfully attempt the 75 question 'OISM Foundation' multiple-choice examination, and earn and professional development credits towards credentials within the Service Management Qualification Scheme, offered by the Service Management Society.

This class is eligible for 1.8 continuing education units.

