

# Service Request Management: Simulation

**Experience step-by-step guidance on how to establish a practice to systematically manage service requests and their pathways through the service organization.**

This simulation event is especially designed to help service professionals design, implement and sustain a highly efficient and effective means of managing any type of service request through a defined organizational pathway.

The event provides step-by-step practitioner styled instruction on the design, development and operation of practices to identify, classify and route requests for service through the service provider organization.

The content and scope is based upon the Universal Service Management Body of Knowledge (USMBOK), USM250 Knowledge Area - Service Request Management, and can include any third-party frameworks and concepts.

## Key Concepts Explored

The key concepts discussed include:

- ☼ Service request management system
- ☼ The three elements of a service portal
- ☼ Shopping carts and provisioning
- ☼ Customer account management
- ☼ Eight different types of service request
- ☼ Service entitlement and prioritization schemes
- ☼ Transaction based Quality of Service
- ☼ Service request and customer pathways
- ☼ Standard Requests
- ☼ Self-service, Kiosk, Assisted Service
- ☼ Service request catalogs and service catalogs

This simulation draws upon key concepts within Service Support & Provision Management, and Service Marketing, and using case study based scenarios, immerses the participant in real-world scenarios, supporting three levels of progressive instruction and experiential learning:

- ☼ 101: Introduction to key principles and concepts
- ☼ 102: How to design, develop practices, policies and artifacts
- ☼ 103: How to assess the performance and capability of the practice

## Service Request Management 101

The first stage of the simulation event uses simplistic scenarios and workshops to introduce:

- ☼ The goals and primary objectives
- ☼ The principles & scope of operation
- ☼ The key roles and responsibilities

- ☼ The key artifacts required to operate
- ☼ The key concepts and methods commonly used

## Service Request Management 102

The second stage of the simulation event involves more detailed scenarios to support a comprehensive exploration of the following aspects of the knowledge area:

- ☼ The key inputs and outputs
- ☼ The fifteen major activities spanning four major phases:
  - START: Detect, Record, Identify, and Classify
  - READY: Verify Entitlement, Prioritization, Escalation & Notification, Assignment, Accept
  - ACTION: Resource, Schedule, Fulfill
  - END: Complete, Close, and Report
- ☼ The three major influences and five sub activities for each major activity
- ☼ Governance, including policies or operational rules
- ☼ Interoperation & Integration with other areas

With over 135 elements this stage may be optionally used to assess and reengineer existing good practices.

## Service Request Management 103

The third and final stage, typically support of 'Mode 3' operation, the simulation supports an intensive inspection of existing practices, and the identification of issues, and opportunities for improvement, and includes:

- ☼ Key Benefits
- ☼ Key Problems
- ☼ Key Performance Measures
- ☼ Implementation & Improvement Considerations

In addition to the levels of progressive knowledge transfer, the simulation is architected to support three modes of use.

### Mode 1 - Simulation Event

In this delivery mode it is a simulation focused event, with all group activities driven by the operation of the simulation, and the primary goal to introduce and instruct.

### Mode 2 - Practitioner Education

Used in this mode, the simulation supports practitioner styled education events, where the classroom activities are designed to impart 'how to' guidance.

### Mode 3 - Personalized Consulting

In this mode the simulation is used in brief sessions as part of an onsite consulting engagement, to prompt discussions, help inspect existing practices, and suggest or recommend an improvements.

***A relevant simulation to ready service management professionals for real challenges.***



**Course Title:** Service Request Management: The Simulation

**Course Focus:** An introduction and practical advice on how to establish practices to manage service requests.

**Classroom Duration:** 1 Days

**Version:** 1.01a

**Date of Last Update:** October 15<sup>th</sup>, 2009

### **Description:**

The path to service management success leads through service request management. The concept of a service request, and the fulfillment of each request by a service provider organization according to predefine response times and effort, are vital to the successful design and operation of a service provider organization and system.

Service requests can represent as much as 80-90% of the reason for a provider organization's workload and operational cost. Yet, they often go unseen and unaddressed in many best practice based initiatives, in favor of 'incident management'. There is no replacement for actually experiencing the journey of a request from both a customer and provider perspective.

This simulation is especially designed to give the participant that opportunity, as well as help service professionals design, implement and sustain a highly efficient and effective means of managing any type of service request. The simulation also explains the relationship between service requests and other key service management concepts, including service portals, service catalogs, self-service, and (shopping) carts.

This event immerses the participant in the management of service requests and provides practical and proven guidance they **must have** to avoid expensive mistakes. Through a series of case studies, classroom discussions, and simulation exercises this event helps you understand the fundamental principles of managing service requests, and a step-by-step method for defining good practices, policies, procedures, and service request pathways through the provider organization.

### **What You'll Learn:**

- The fundamental principles of service requests and their management
- The role of a service portal and catalog in a service request management system
- The concept of kiosks, self-service, and shopping cart transactions
- How to develop a service request catalog
- The eight types of requests, and how to identify, name, describe and categorize service requests
- The relationship between service requests and vital customer activities and customer satisfaction
- The relationship between service requests and services
- The three elements of a service portal
- How to establish an actionable service catalog as the primary driver of service request pathways
- The association between service request processing, priority schemes and service contract commitments
- The concept of standard or repeatable service requests
- How to program a pathway for a service request through a service provider organization
- A step-by-step, repeatable method for the development of good practices to manage service requests
- How to assess the performance of a service request management practice

### **Who Needs to Attend:**

- Anyone interested in the practical aspects of managing service requests
- Anyone responsible for a service management initiative
- Service Level Managers, managing or supervising groups responsible for creating and maintaining a service request management system, service portal, and/or actionable service catalog

### **Prerequisites:**



- None

#### **Certification:**

- This event is recognized by the Service Management Society™ and accrues eight (8) professional development units within the Service Management Qualification Scheme.

#### **Related Courses**

- USM730-SIM Service Lean Thinking The Simulation
- USM540-SIM Service Incident Management The Simulation
- USM550-SIM Service Problem Management The Simulation
- USM640-SIM Service Configuration Management The Simulation
- USM650-SIM Service Change Management The Simulation
- USM730-102 Lean Service Management
- USM540-102 Service Incident Management
- USM550-102 Service Problem Management
- USM640-102 Service Configuration Management
- USM650-102 Service Change Management