Organising for Service Excellence

(Based on some practical approaches)

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Colin Rudd CITP, FISM, FBCS, FIITT, CEng

ITIL V3 Lead Author

Former Director of itSMF International
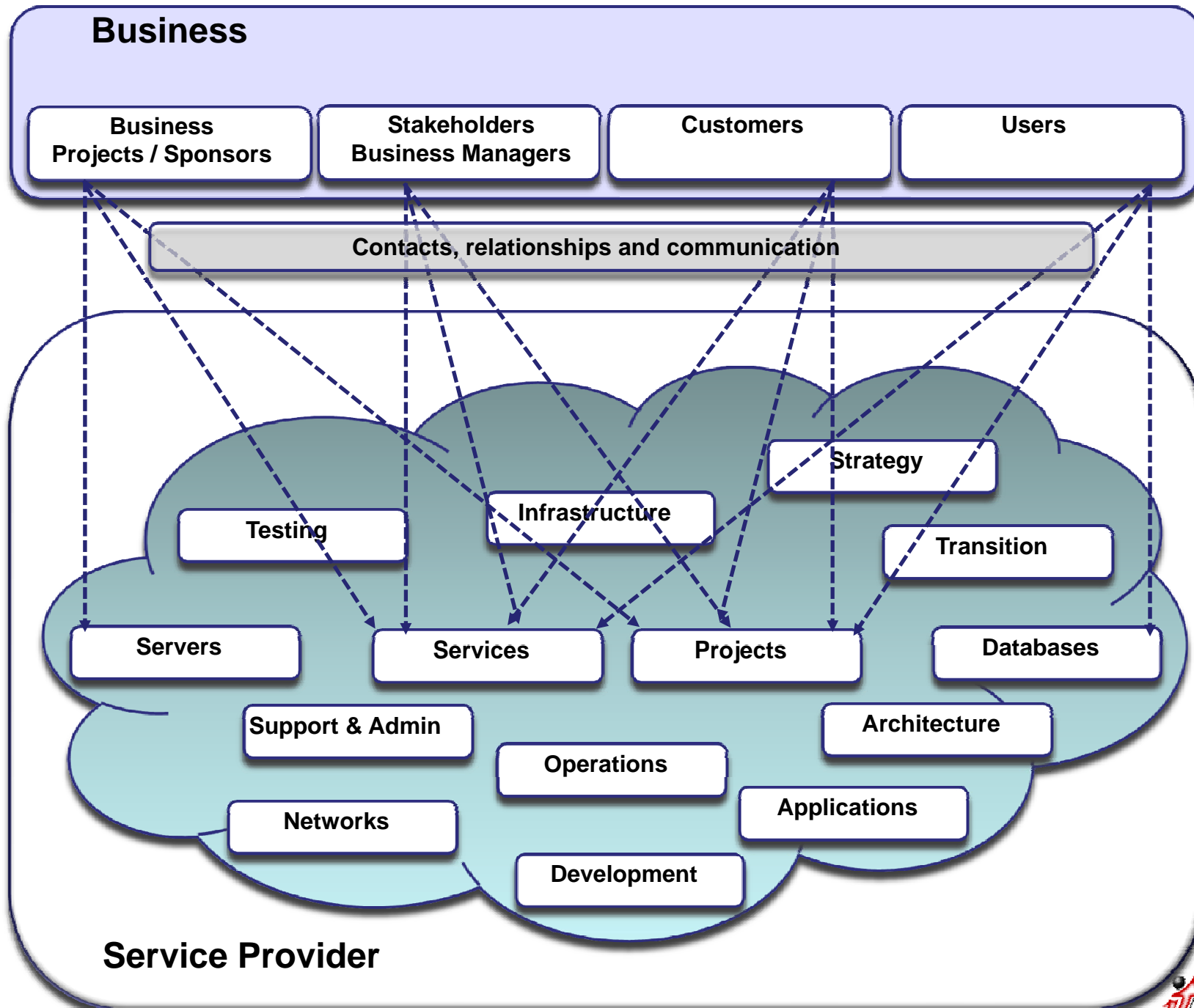
Director of itSMF UK

colin.rudd@itemsltd.co.uk

Introduction

- ***The issues***
- ***The customer view***
- ***What's the objective***
- ***An approach***
- ***Summary***

'Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it.'

Samuel Johnson

Business

Business Projects / Sponsors

Stakeholders Business Managers

Customers

Users

Contacts, relationships and communication

Strategy

Testing

Infrastructure

Transition

Servers

Services

Projects

Databases

Support & Admin

Architecture

Operations

Networks

Applications

Development

Service Provider
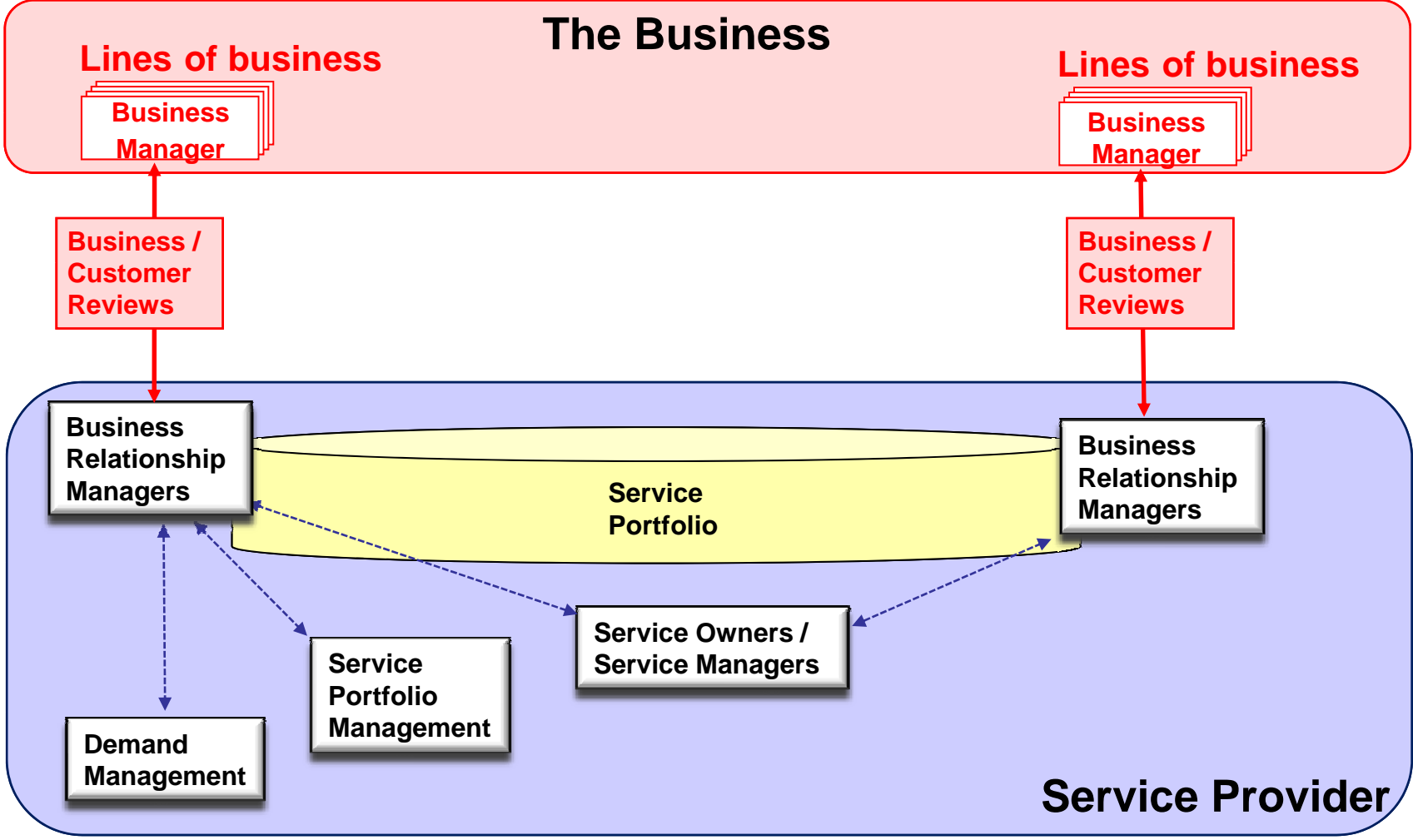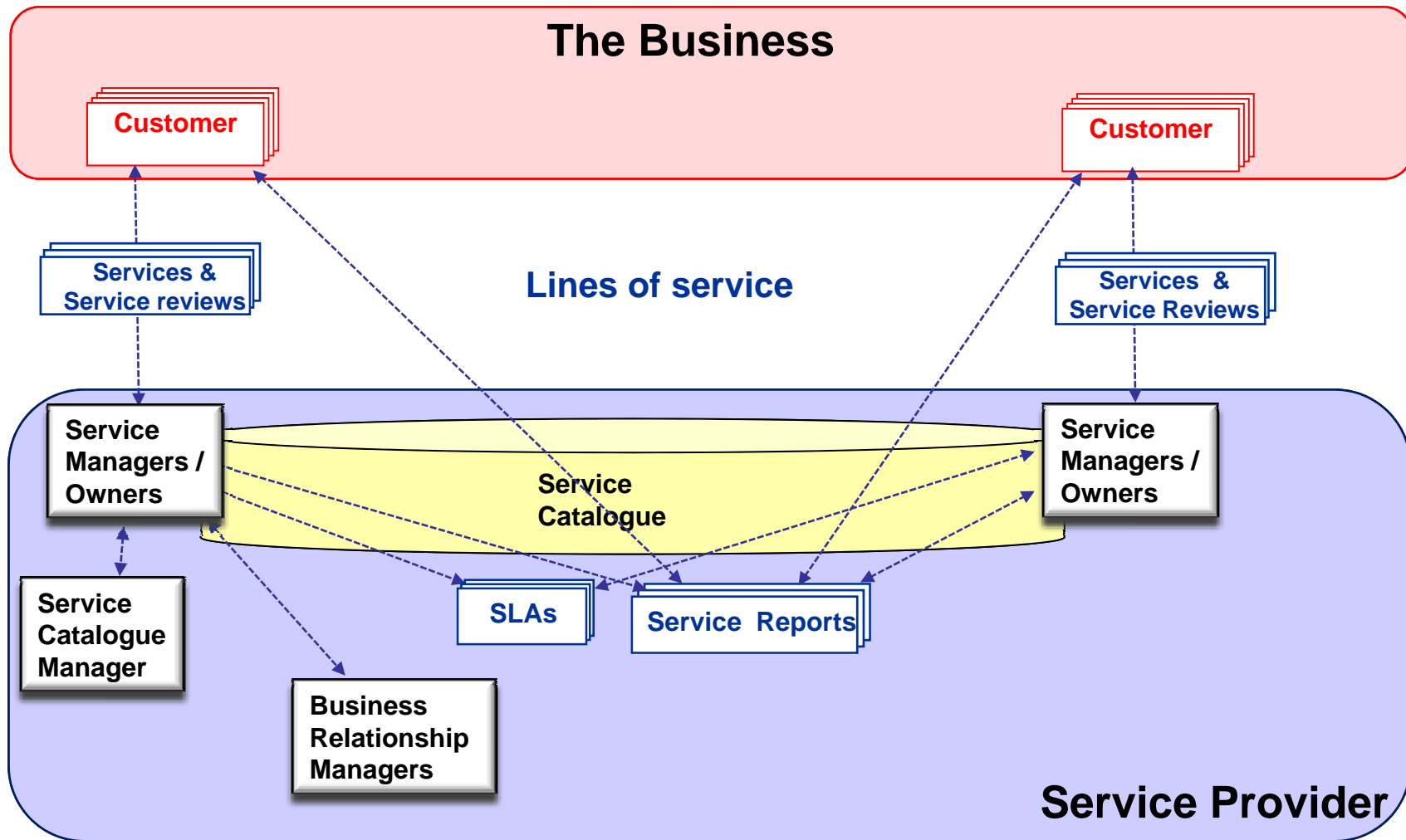
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Customer service - Blockers
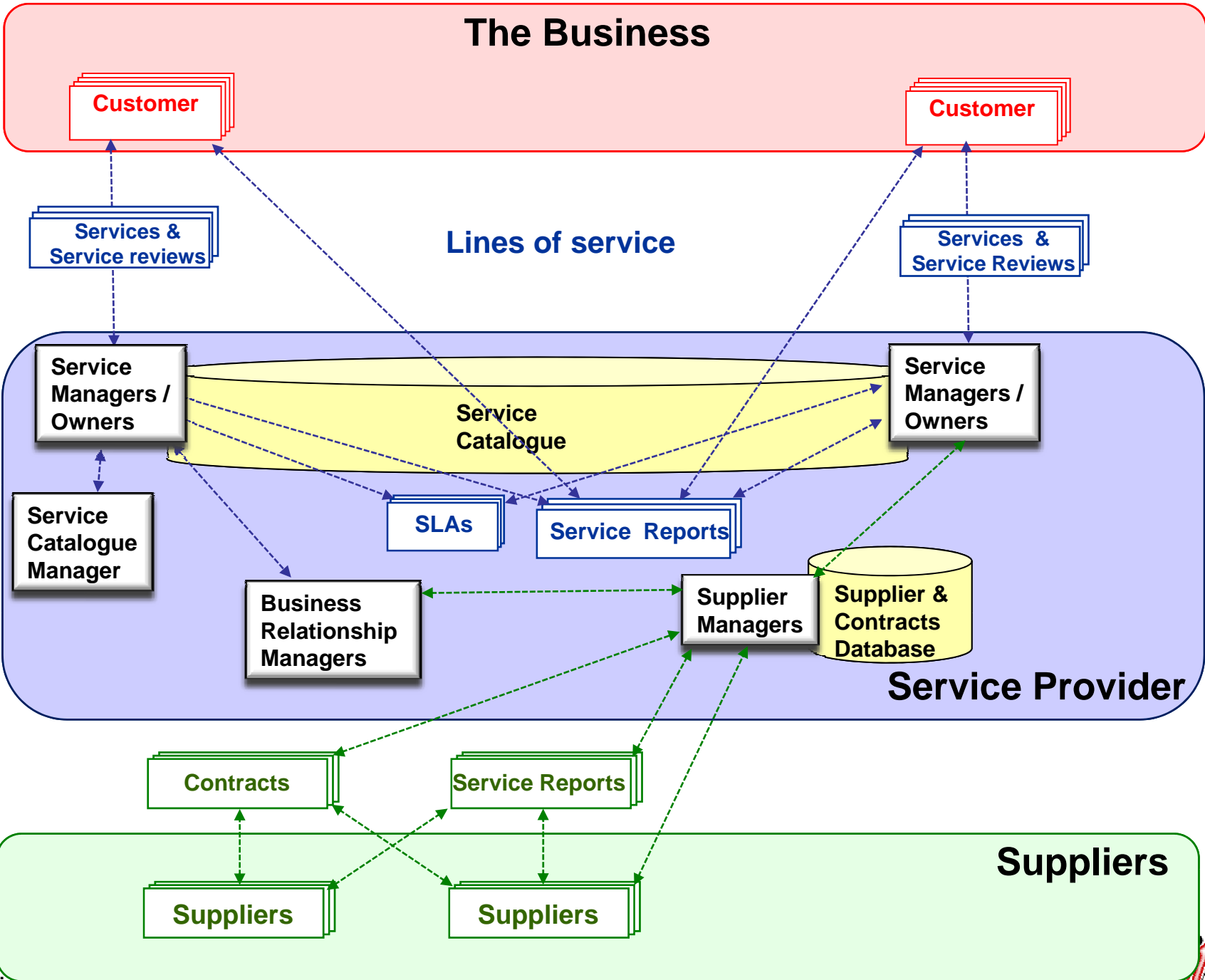
- *Poor culture – with a lack of focus*
- *Lack of leadership, vision and strategy*
- *Complex organisational structure – 'silos'*
- *'Not my job' – lack of accountability / responsibilities*
- *Knowledge and knowledge sharing*
- *Lack of empowerment*
- *Technological emphasis and language*
- *Metrics, measurements and reporting – internal focus*
- *Poor communication and relationships*

Interactions – 'Moments of Truth'

- *Users* – *Incidents and requests*

- *Customers* –*Services*

- *Business Managers & Stakeholders* – *Future needs*

- *Business change* – *Business programmes, projects and change*

Business

Business Projects / Sponsors	Business Managers and Stakeholders	Customers	Users

'Moments of truth'

Service Provider

Business

| Business Projects / Sponsors | Business Managers and Stakeholders | Customers | Users |

Incidents Requests Changes

Service Desk

Service Provider

Business

Business Projects / Sponsors

Business Managers and Stakeholders

Customers

Users

Service reports
Service reviews
SLAs, etc…

Incidents
Requests
Changes

Service Owners / Service Managers

Service Desk

Service Provider

Business

Business Projects / Sponsors	Business Managers and Stakeholders	Customers	Users

Business requirements
Relationships
Communication
Satisfaction / feedback

Service reports
Service reviews
SLAs, etc…

Incidents
Requests
Changes

Business Relationship Managers	Service Owners / Service Managers	Service Desk

Service Provider

ITEMS

Business

Business Projects / Sponsors	Business Managers and Stakeholders	Customers	Users

Business change
Business projects
Business demand

Business requirements
Relationships
Communication
Satisfaction / feedback

Service reports
Service reviews
SLAs

Incidents
Requests
Changes

Programmes, Projects and Changes	Business Relationship Managers	Service Owners / Service Managers	Service Desk

Service Provider

Business

| Business Projects / Sponsors | Business Managers and Stakeholders | Customers | Users |

Business change
Business projects
Business demand

Business requirements
Relationships
Communication
Satisfaction / feedback

Service reports
Service reviews
SLAs

Incidents
Requests
Changes

| Programmes, Projects and Changes | Business Relationship Managers | Service Owners / Service Managers | Service Desk |

Front Office

Back Office

Service Provider

Business

| Business Projects / Sponsors | Business Managers and Stakeholders | Customers | Users |

Business change
Business projects
Business demand

Business requirements
Relationships
Communication
Satisfaction / feedback

Service reports
Service reviews
SLAs

Incidents
Requests
Changes

| Programmes, Projects and Changes | Business Relationship Managers | Service Owners / Service Managers | Service Desk |

Front Office

Back Office

| Strategy and Architecture | Development | Business Support and Administration | Infrastructure and Operations |

Service Provider

Business

| Business Projects / Sponsors | Business Managers and Stakeholders | Customers | Users |

Business change
Business projects
Business demand

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SLAs

Incidents
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Changes

| Programmes, Projects and Changes | Business Relationship Managers | Service Owners / Service Managers | Service Desk |

Front Office

Back Office

Operations Bridge

| Strategy and Architecture | Development | Business Support and Administration | Infrastructure and Operations |

Service Provider

Business

| Business Projects / Sponsors | Business Managers and Stakeholders | Customers | Users |

'Single Points of Contact'

| Programmes, Projects and Changes | Business Relationship Managers | Service Owners / Service Managers | Service Desk |

Front Office

Back Office

| Strategy and Architecture | Development | Business Support and Administration | Infrastructure and Operations |

Service Provider

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Business

Business Projects / Sponsors

Business Managers and Stakeholders

Customers

Users

Business focussed metrics

Business change
Bus...

...a...ma...
...re...

Service reports

Incidents

Agility

Innovation

Value

Failure

Programmes, Projects and Changes

Business Relationship Managers

Service Owners / Service Managers

Service Desk

Front Office

Back Office

Strategy and Architec...

Development

Business Support and ...

Infrastructure and Operations

Service Knowledge Management System (SKMS)

What does your business want?

Service Provider

ITEMS

Business

Business Projects / Sponsors

Business Managers and Stakeholders

Customers

Users

Business focussed metrics

Failure

Value

Agility

Innovation

Service Provider

Business

Business Projects / Sponsors

Business Managers and Stakeholders

Customers

Users

Business focussed metrics

Agility

Innovation

Failure

Value

Service Provider

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Customer service - Enablers

'Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for.'

Peter Drucker

- *Leadership – demonstrating by example*
- *Culture of improvement, learning and sharing*
- *Business integration and focus – 'Moments of truth'*
- *Simple and effective for 'customers'*
- *Good strategy and vision*
- *Good organisation, relationships and communication*
- *Knowledge sharing*

Summary

- *Organisation and culture are crucial to success*

- *Focus on business outcomes and customer delight*

- *Target business value and service quality*

- *Make it simple and delightful for your 'customers'*

The Living Library

Colin Rudd
ITIL V3 Lead Author
itSMF International Director

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Any questions ?