

Services management

Service management is a management which provides quality services that customers will value, buy and use. As a professional domain, service management has been maturing for decades. Today, organizations that provide services can acquire a lot of knowledge, including various frameworks and standards that describe service management principles, practices and processes.

Service management is mainly used in 3 specific areas: IT Service Management, Field Service Management, and Customer Service Management.

IT Service Management

Companies that offer IT services provide their customers with services related to information technology components such as laptops, servers, and much more. IT Service Management is about managing and optimizing these services around the provision/support/maintenance or administration of IT. For IT service providers, customer satisfaction and loyalty are significant revenue factors.

Field Service Management

Companies that work in Field Service Management can be defined as service providers that perform a large part of their services outside their own company or directly at the customer's premises – in other words, they offer a type of field service. This can mean the repair of on-site technology such as the maintenance of air conditioning systems or other building technology, as well as very simple delivery services. Here, too, the most important factor is to keep the productivity and efficiency of the respective services as high as possible.

Customer Service Management

It is about the implementation and development of the company's customer service. This includes handling complaints and customer questions, but also providing the right media for contacting customers. The basic aim here is also to provide the customer with all the important information as quickly as possible, to keep the customer satisfied.

The lifecycle processes ('LP'):

Strategic assessments of the service provider's current situation and future developments provide the basis for deciding which services are to be offered to customers.

Once that decision has been made, the service lifecycle processes will design, build, deploy, operate and constantly improve the services.

These are the five service lifecycle processes and their process objectives:

LP1: Set the strategic direction

Process objective: To decide on a strategy to serve customers. Starting from an assessment of customer needs and the market place, the strategic process determines which services the organization is to offer and what capabilities are required.

LP2: Design new or changed services

Process objective: To define the expected outcomes and required properties of a new or changed service, to determine the infrastructure and other capabilities which are needed to provide the service, and to develop the approach for its implementation.

LP3: Build new or changed services

Process objective: To build and deploy new or significantly changed services. This includes the coordination of development, acquisition and testing of all required service components.

LP4: Operate the services

Process objective: To ensure the services are delivered effectively and efficiently, in line with the contractual commitments. This includes fulfilling service requests, resolving incidents and problems, as well as carrying out routine operational tasks.

The service operation process includes two prominent sub-processes, LP4.6: Resolve incidents and service requests and LP4.7: Resolve problems.

LP5: Improve the services

Process objective: To continually check if the services deliver the required outcomes and to identify potentials for improvement in the way the services are being produced.

To prepare for the next lesson:

- What does it mean the following terms: ITIL and YaSM?
- What's their relationship with management service?