Welcome to the Service Design Starter Kit Session!

- UCPath and why we did Service Design

In today’s session, we will:

- Provide a recipe to create your own Service Design
- Give you tips and tricks on how to schedule and facilitate Service Design Sessions like a Maître D
- Provide you with Service Design templates for your own use
Kitchen Plan

**Drinks**
Welcome and Introduction to Service Design  
Master Chef Wendy Rager

**Appetizer**
Getting the Most from Your Service Design Sessions  
Master Chef Nick Kamboj

**Prep and Cooking**
Service Design Planning  
Chef Suresh Ramalingam

**Serving the Meal**
Service Design Deliverables and Organization  
Chef John Ruzicka

**Dessert**
Q&A
Why Design Our Services?

- A proactive approach to service support
- Defines roles, responsibilities, and handoffs between support teams (RACI)
- Map handoffs from team to team as the service is delivered (Workflow)
- Helps direct work to the correct team (Work Instructions)
- Ensures roles are clear and reduces duplication (Responsibility Matrix)
- Faster response times and quicker resolution (SLA/OLA)
What is a Service and what are its attributes?

- A service is a system of people, processes, technologies and tools which:
  - Supports a customer’s strategic, functional, technical, organizational objectives
  - May be classified as a business or a technical service
  - Can be viewed from multiple perspectives:
    - The service provider creates and delivers the service
    - The customer consumes or reallocates the services
    - The initial customer may also resell the service to other consumers
  - Provides intrinsic or extrinsic value through implementation of consistent frameworks
  - Can be independent of the underlying technologies, components, or tools which comprise it
  - A service can be combined with one or more services
Appetizers with Master Chef Nick Kamboj – Service Design Methodology Overview

Service Design Activities

- Review
- Create
- Validate
- Sign-Off
Service Design & Validation Methodology Overview

**Review**
- Review any existing service documents for accuracy and viability
- Discuss service requirements with end-customer or sponsoring business partner
- Identify gaps and create roadmap for Service Design

**Create**
- Conduct Service Design sessions using end-customer requirements as foundation
- Create process flows/diagrams, procedural guides, and ServiceNow forms/workflows/templates
- Socialize and communicate collateral to broader technical and functional team members

**Validate**
- Validate Service Design documents and collateral with external constituencies (e.g. vendors)
- Ensure clear understanding of Service and Operating Level Agreements (SLAs/OLAs)
- Update Service Design documents accordingly

**Sign Off**
- Social collateral with all member parties contributing to the service
- Conduct Service Testing with all contributing parties (e.g. table top or real-environment)
- Get sign-off from key executive sponsors, stakeholders and customers
Planning Service Design Sessions, like planning a meal, is important. We need to know the correct ingredients, and the amounts to make the recipe.

How to ensure preparation is correct for the audience:

• Identify the required audience
• Understand the requirements of the meetings and targets to be accomplished
• Create the required documentation for the meeting and distribute it to the target audience beforehand
• Capture the results
• Follow up and validate
• Continually improve (CSI)
Serving the Meal Intro with Chef Suresh Ramalingam—Service Design Deliverables

- **RACI Matrix**: Responsible, Accountable, Consulted and Informed
- **Responsibility Matrix**: identifying issues and requests and handling L1, L2 and L3 support, including escalations
- **Workflows**: Visual representations of how to solve problems
- **Work Instructions**: Step-by-step instructions to solve problems
- **Service and Operating Level Agreements**: formal expectations
### RACI Matrix

<table>
<thead>
<tr>
<th>Preparing a Feast</th>
<th>Responsible</th>
<th>Accountable</th>
<th>Consulted</th>
<th>Informed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Chef Wendy Rager</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master Chef Nick Kamboj</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chef Suresh Ramlingam</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Chef John Ruzicka</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sous Chef Praveena Pirla</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sous Chef Dede Bruno</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Party Planner Susana Oliveira</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Facilities Manager Joseph Walters</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
## Responsibility Matrix

### Banquet for 100 People

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Ticket Type</th>
<th>Team</th>
<th>Links to Work Instructions</th>
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</thead>
<tbody>
<tr>
<td>Problem with Ingredients</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1 Proper ingredients not delivered</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
<tr>
<td>1.2 Ingredients Missing</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
<tr>
<td>1.3 Ingredients not Fresh</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
<tr>
<td>Kitchen Issues</td>
<td>Incident</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1 Oven Not Working</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
<tr>
<td>2.2 Pots and Pans Missing</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
<tr>
<td>Room Issues</td>
<td>Incident</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Temperature too hot or cold</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
<tr>
<td>3.2 Dirty Floors</td>
<td>Incident</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Incorrect Setup</td>
<td>Incident</td>
<td>L, I, 1, 2, 3</td>
<td>Work Instruction</td>
</tr>
</tbody>
</table>

### Support Level

1. **Log & Dispatch (Escalate)** to first level support. Document issue, gather relevant data as possible and escalate issue.

2. **First-level support**. Initial troubleshooting and incident resolution or request fulfillment. Support scope dependent on SLA / OLA, skills, training, and accessibility.

3. **Second-level support**. Expanded troubleshooting and incident resolution or selective request fulfillment by technical team. Support scope dependent on SLA / OLA, skills, training, and accessibility.

4. **Third-level support**. Subject matter expert (SME) or Service Owner or Vendor. Required to deal with any/all issues outside the scope of the previous 3 levels.

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Workflow Diagrams

Serving the Meal with Chef John Ruzicka—Service Design Deliverables
Work Instructions

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**Serving the Meal with Chef John Ruzicka—Service Design Deliverables**

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**UNIVERSITY OF CALIFORNIA UCPath**
SLA/OLA

1. General Overview
   This is a Service Agreement between UCOP Chefs and UC Banquet Services to document:
   
   - Use of the kitchen in the Banquet Hall.
   - The general levels of response, availability, and maintenance associated with the kitchen.
   - The responsibilities of UC Banquet Services as a provider of these services.
   - The responsibilities of the customers receiving these services.

   This Agreement is valid from July 10, 2016. Review is yearly, or as otherwise needed.

2. Service Description
Tracking System

You will often be working on multiple Service Designs at once. Having some type of tracking system in place is extremely helpful for knowing where things are and to prevent delays arising unexpectedly.

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Ingredient Procurement</td>
<td>Done</td>
<td>Done</td>
<td>Not Started</td>
<td>Not Started</td>
<td>Not Started</td>
<td>Chef David Jones indicates Workflows to be started 7/30/16</td>
</tr>
<tr>
<td>3</td>
<td>Appetizer Planning</td>
<td>Not Started</td>
<td>Not Started</td>
<td>Not Started</td>
<td>Not Started</td>
<td>Not Started</td>
<td>RACI and Responsibility Matrix sent to Mary Smith for Review on 7/10/16</td>
</tr>
<tr>
<td>4</td>
<td>Main Meal Planning</td>
<td>In Review</td>
<td>In Review</td>
<td>In Progress</td>
<td>In Progress</td>
<td>In Progress</td>
<td>SLA cannot be done until all planning complete</td>
</tr>
<tr>
<td>5</td>
<td>Dessert Planning</td>
<td>Done</td>
<td>Done</td>
<td>Done</td>
<td>Done</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Meal Coordination</td>
<td>Done</td>
<td>Done</td>
<td>Done</td>
<td>Done</td>
<td>Not Started</td>
<td></td>
</tr>
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</table>
Getting a Copy of the Starter Kit

John Ruzicka
Technical Writer
University of California, Office of the President
415 20th Street, 3rd Floor
Oakland, CA 94612
(510) 587-6485

Files included are:

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<td>The UCCSC Service Design PowerPoint presentation</td>
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<td>Word</td>
<td>Operating Level Agreement Template</td>
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THANK YOU!