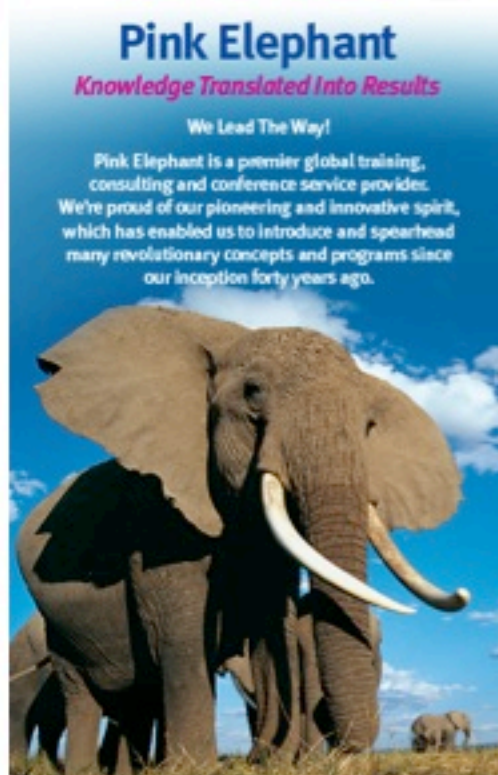




WHAT YOU NEED TO KNOW ABOUT THE SERVICE AUTOMATION FRAMEWORK

Jan-Willem Middelburg, Pink Elephant



- Introduction To Service Automation
 - What Is Service Automation
 - Key Business Drivers For Service Automation
- The Service Automation Framework (SAF)
 - The 'Heart' Of Service Automation
 - The 'Brain' Of Service Automation
- The Service Automation Framework Techniques
 - Service Automation Blueprinting
- The Service Automation Certification Scheme

What Do These Companies Share?



Booking.com



**They deliver services based on the concepts of
Service Automation.**

What Is Service Automation?

Service Automation is:

- The automated delivery of services
- Based on the autonomous requests of users
- Using a self-service technology platform to deliver services to end users
- Aimed to an optimal User Experience in order to achieve a competitive advantage



Examples of Service Automation



NETFLIX Help Desk

Welcome, Service-now: John Roberts [maint.admin,101] | [Logout](#) | [Feedback](#) | [Advanced View](#) | [A A](#)


[Submit Instantly](#) | [Browse Marketplace](#) | [Your Requests](#) | [Your Queue](#) | [★ Quick Links for You](#) |


Latest Announcements
Important Alerts, FYTs, and Announcements


Welcome to the new Netflix Self-Service Page.
Posted 01-20-2012
More fun and exciting things are in store for the future, so stay tuned! [click here.](#)


New Arrivals
Get Help & Submit Tickets Instantly


Choose from the following:


I need Help


I need Access


I need a Production Change


I need Facilities


I need to Buy Something

Your Recent Requests
Tickets Submitted by You

Tasks ▾ **New**

» All » Opened by » or: Requester » » Active » true » Task type » Group approval » State » Resolved

Ticket

Opened

Active

Task type

Requester

Assignment group

Assigned to

Urgency

State

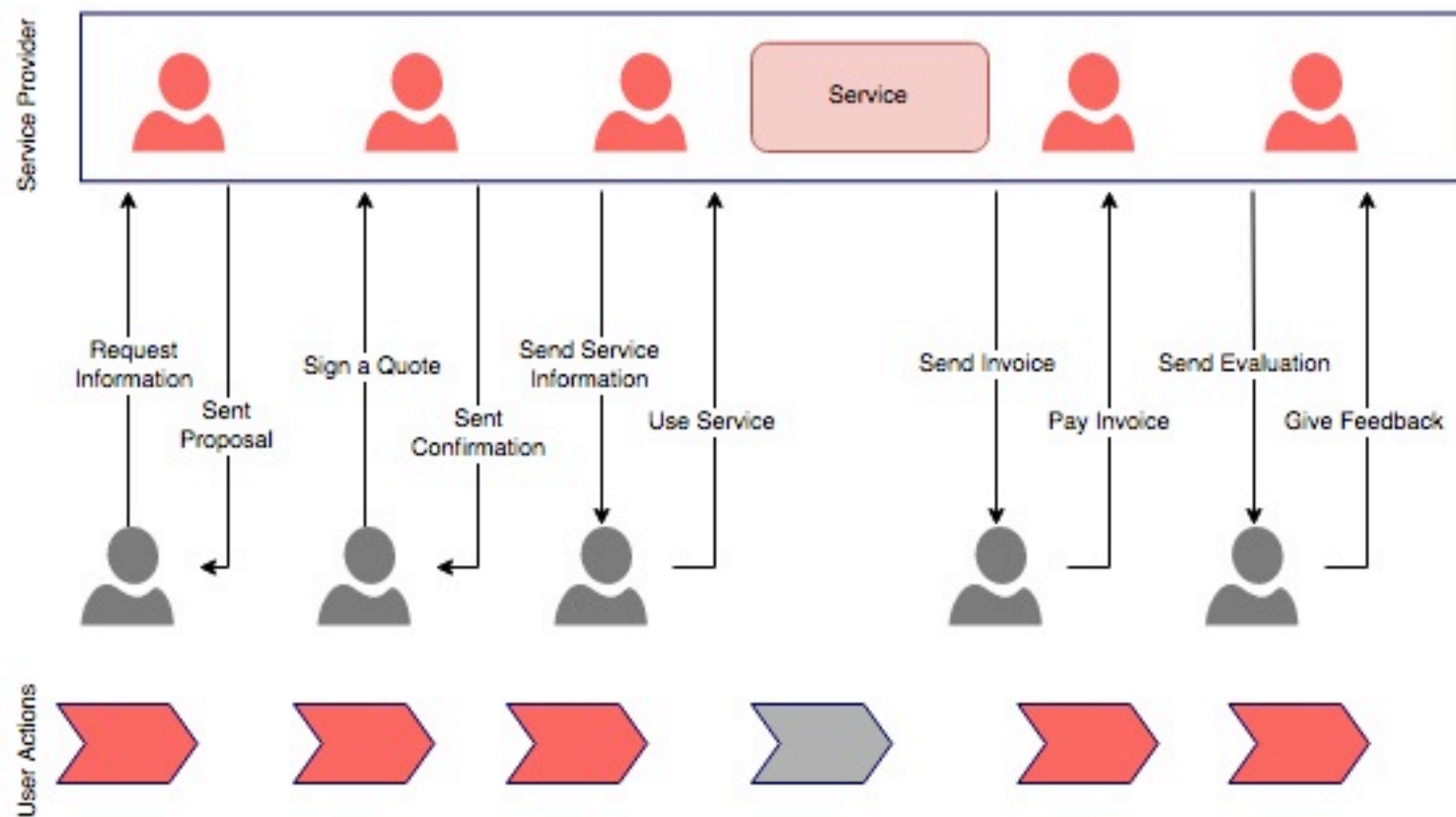
Updated

Short description

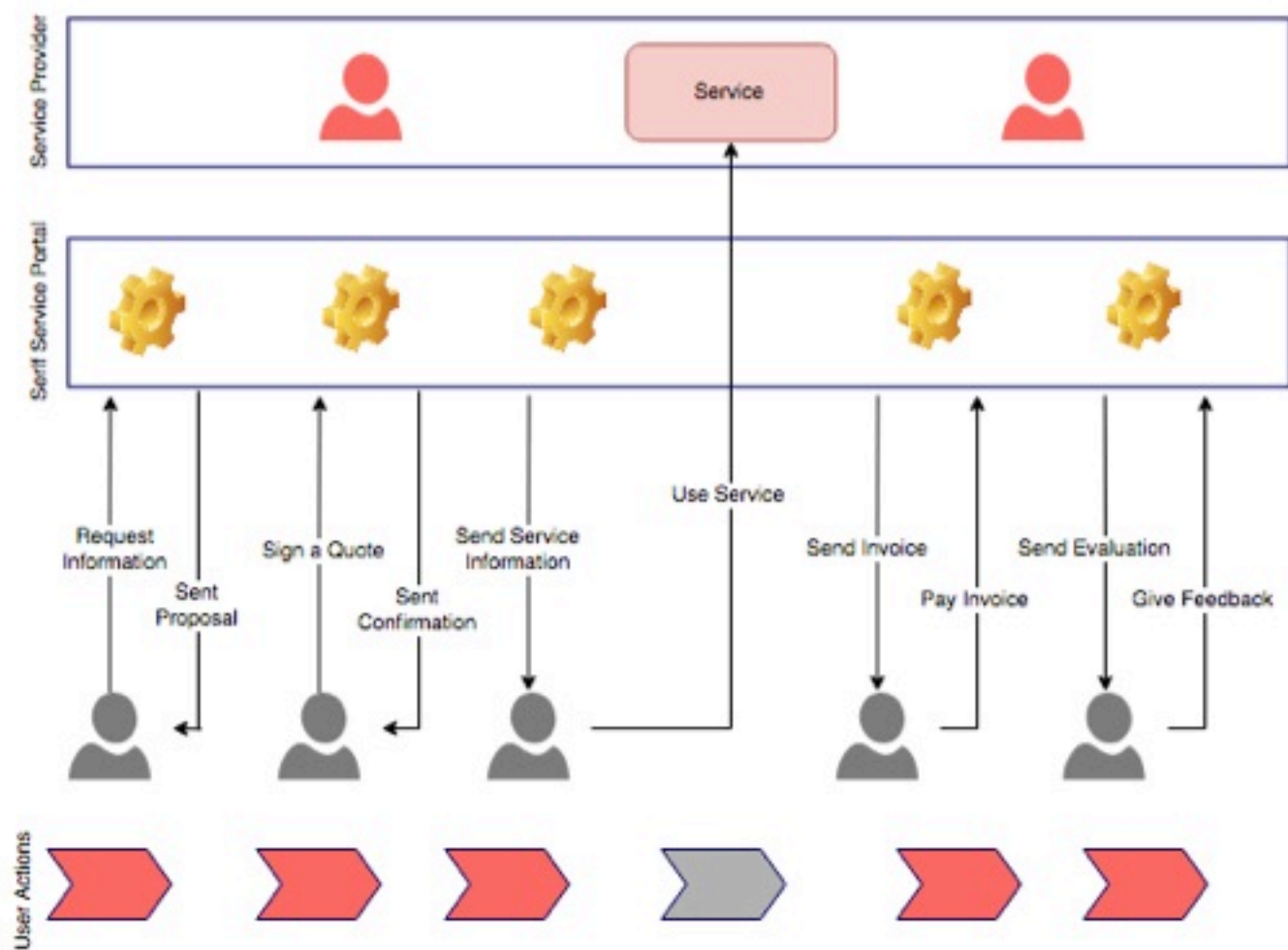
Examples of Service Automation



'Traditional' Service Provider



Service Automation Service Provider

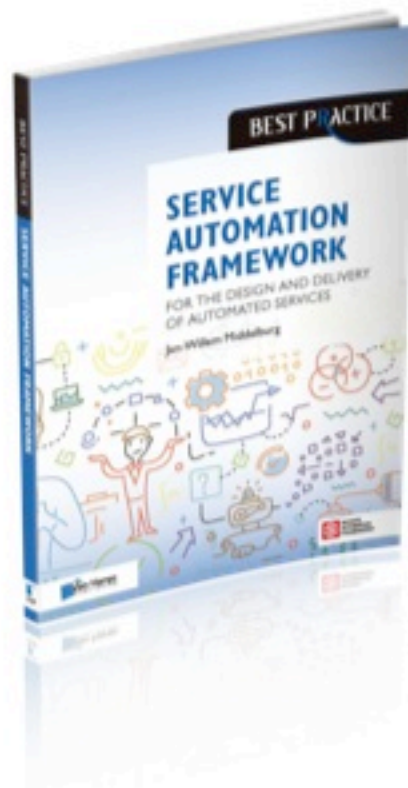


Key Business Drivers For SAF



1. Service Automation facilitates a scalable business model by which companies can enter new markets more easily and attract new customers
2. Service Automation assists companies in making data-driven decisions based on earlier interactions with users and customers. More accurate information provides companies with a competitive advantage
3. Service Automation is user centric. Services are always designed with the objective of providing an optimal user experience
4. The aim of Service Automation is to automate unnecessary manual labor, providing a more cost-efficient service delivery organization
5. And last but not least, by breaking down services into easy-to-understand steps, Service Automation provides a framework for consistently exceeding user expectations

The Service Automation Framework



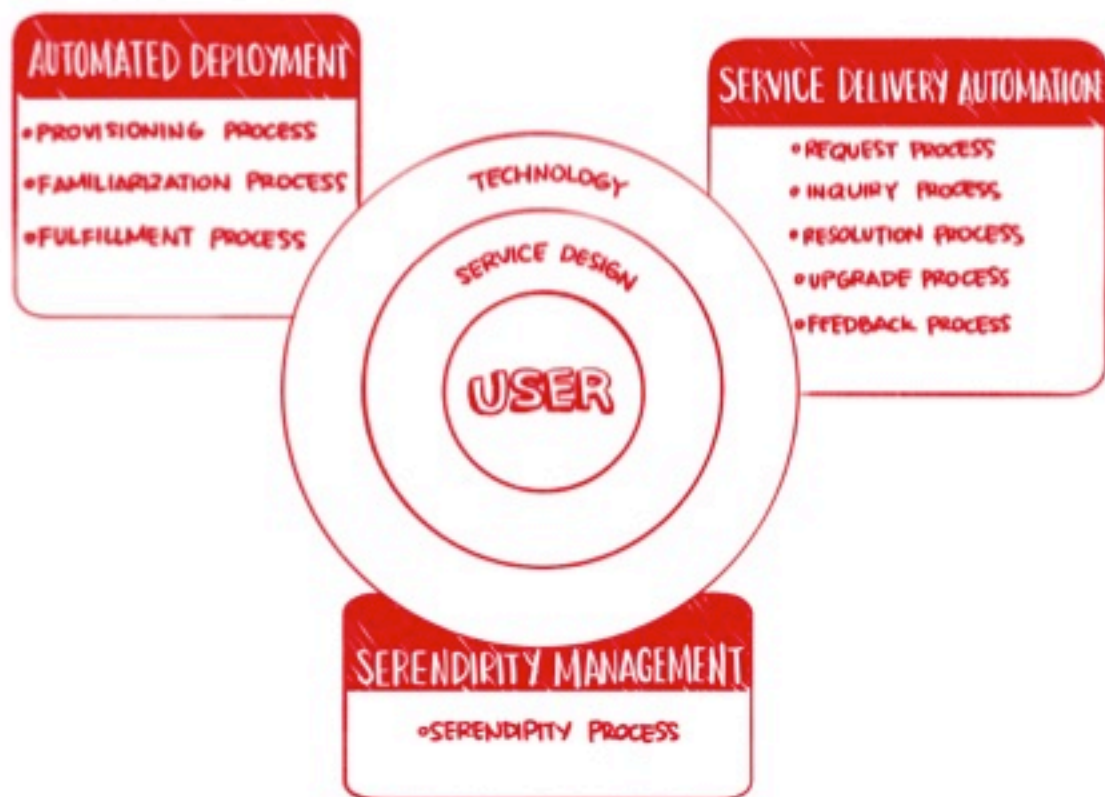
- The result of 18+ months of research, development and revisions
- Part of the 'Best Practice' Publications, reviewed by 7 independent professionals
- Forewords written by:
 - Allan Leinwand (CTO ServiceNow)
 - Richard Pharro (CEO APMG-International)
 - David Ratcliffe (President Pink Elephant)
- Launched in February 2017

The Service Automation Framework



The Service Automation Framework

SERVICE AUTOMATION FRAMEWORK[®]



The SAF Building Blocks

The SAF consists of 6 major building blocks:

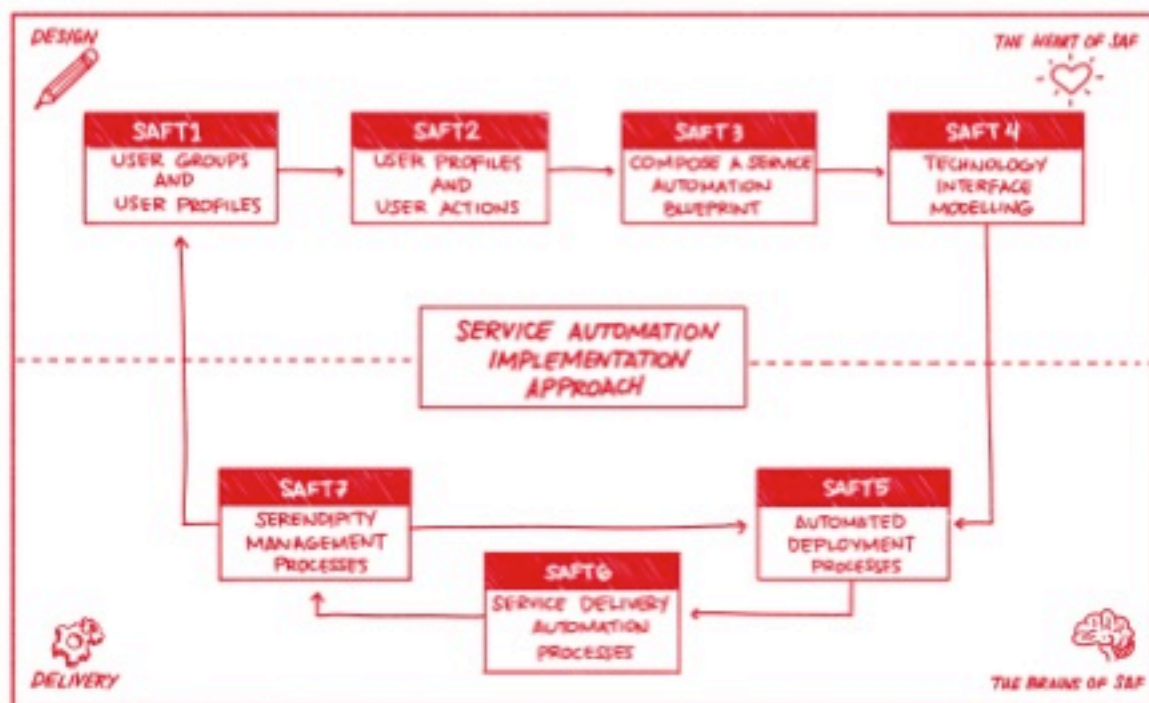
1. **User:** The building block that defines the key characteristics of the groups of people a service provider aims to serve
2. **Service Design:** The business function that designs and defines the service offering of a service provider
3. **Technology:** The building block that defines the setup and usability of the digital interfaces, connecting service providers with their users

Service Design

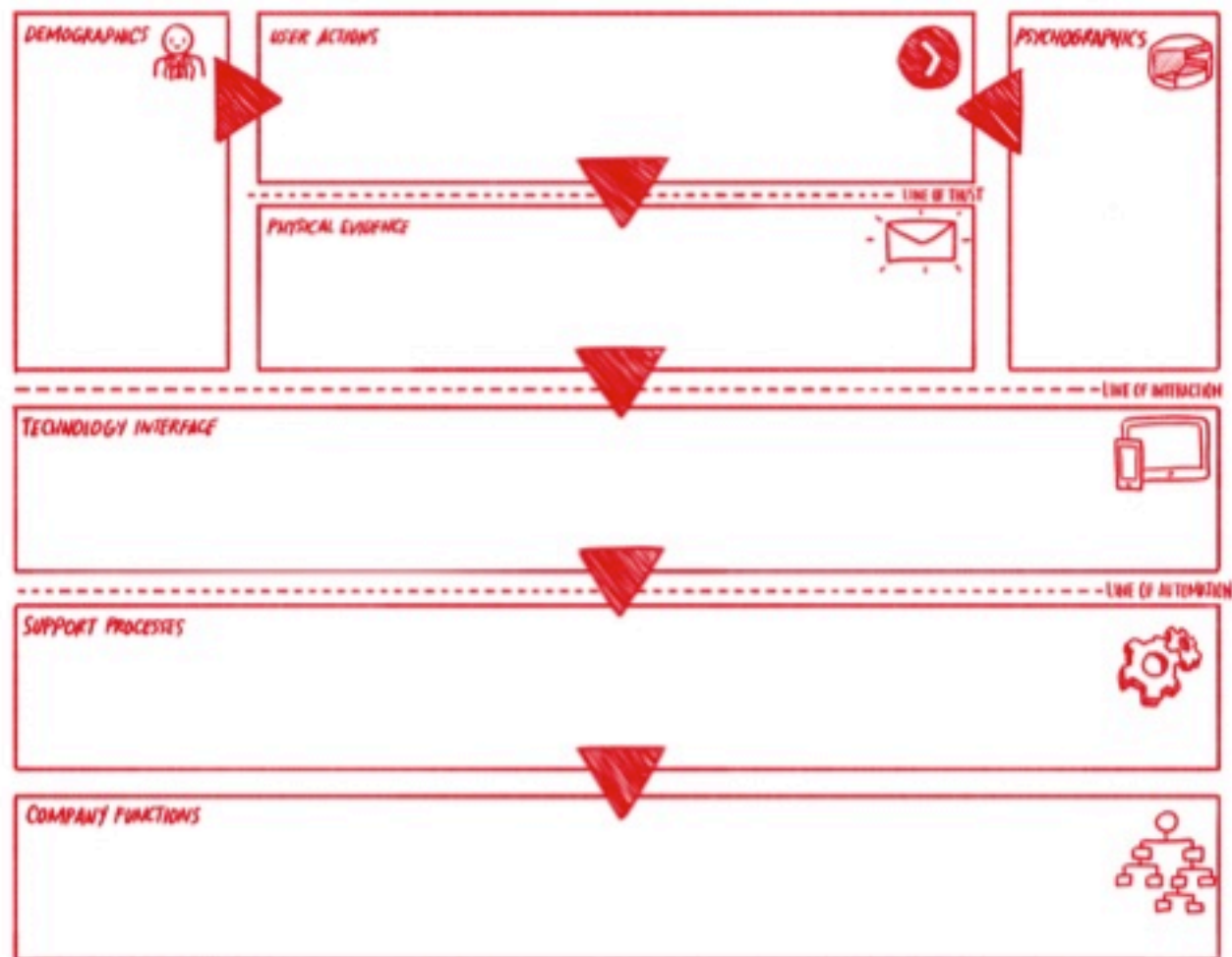
4. **Automated Deployment:** The processes that enable a user to start using a service based on his or her own action
5. **Service Delivery Automation:** The processes that enable a user to change or resolve any aspect of the service based on his or her own action
6. **Serendipity Management:** The processes that facilitate a planned and continuous approach in order to constantly exceed the expectations of users

Service Delivery

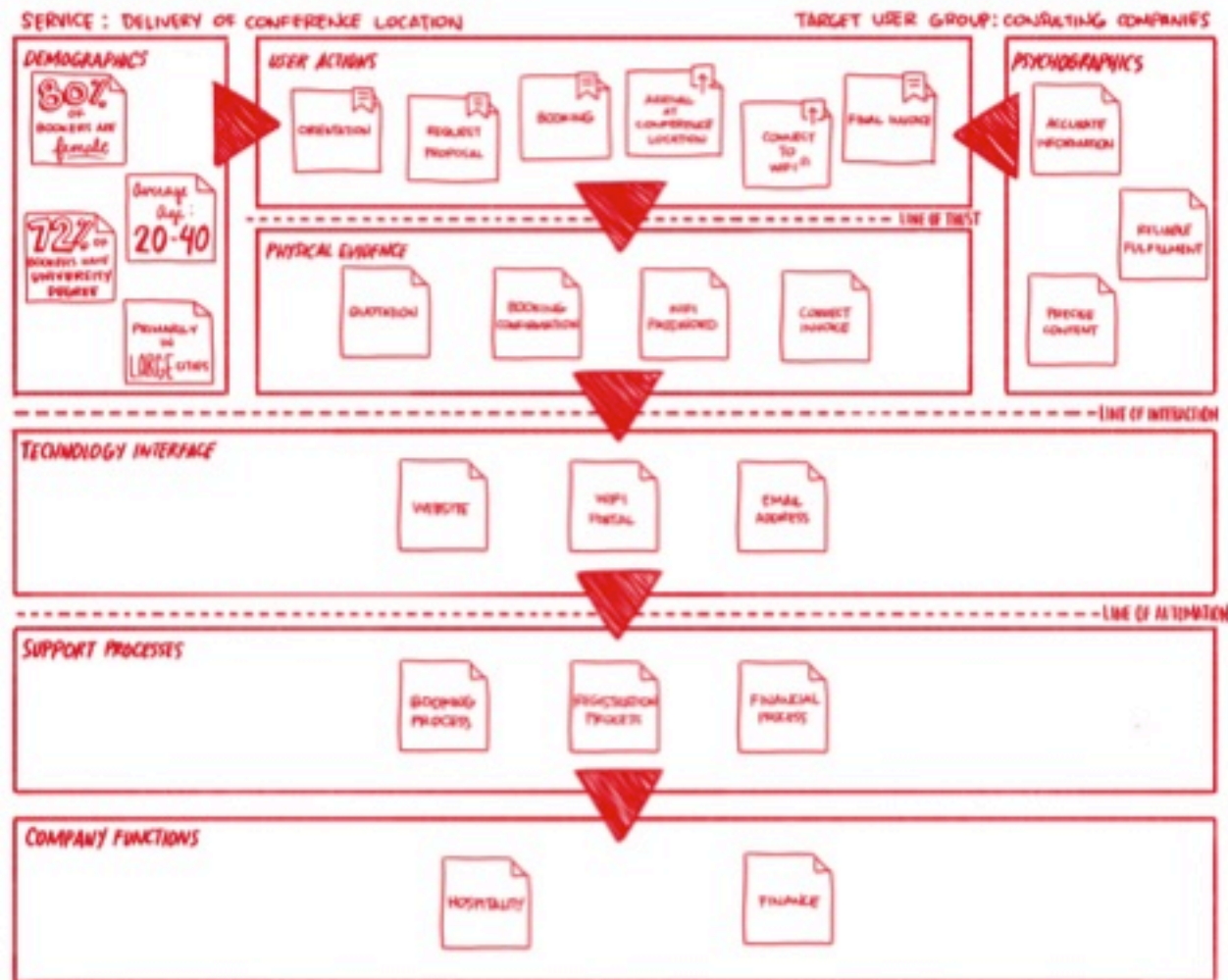
7 Implementation Techniques



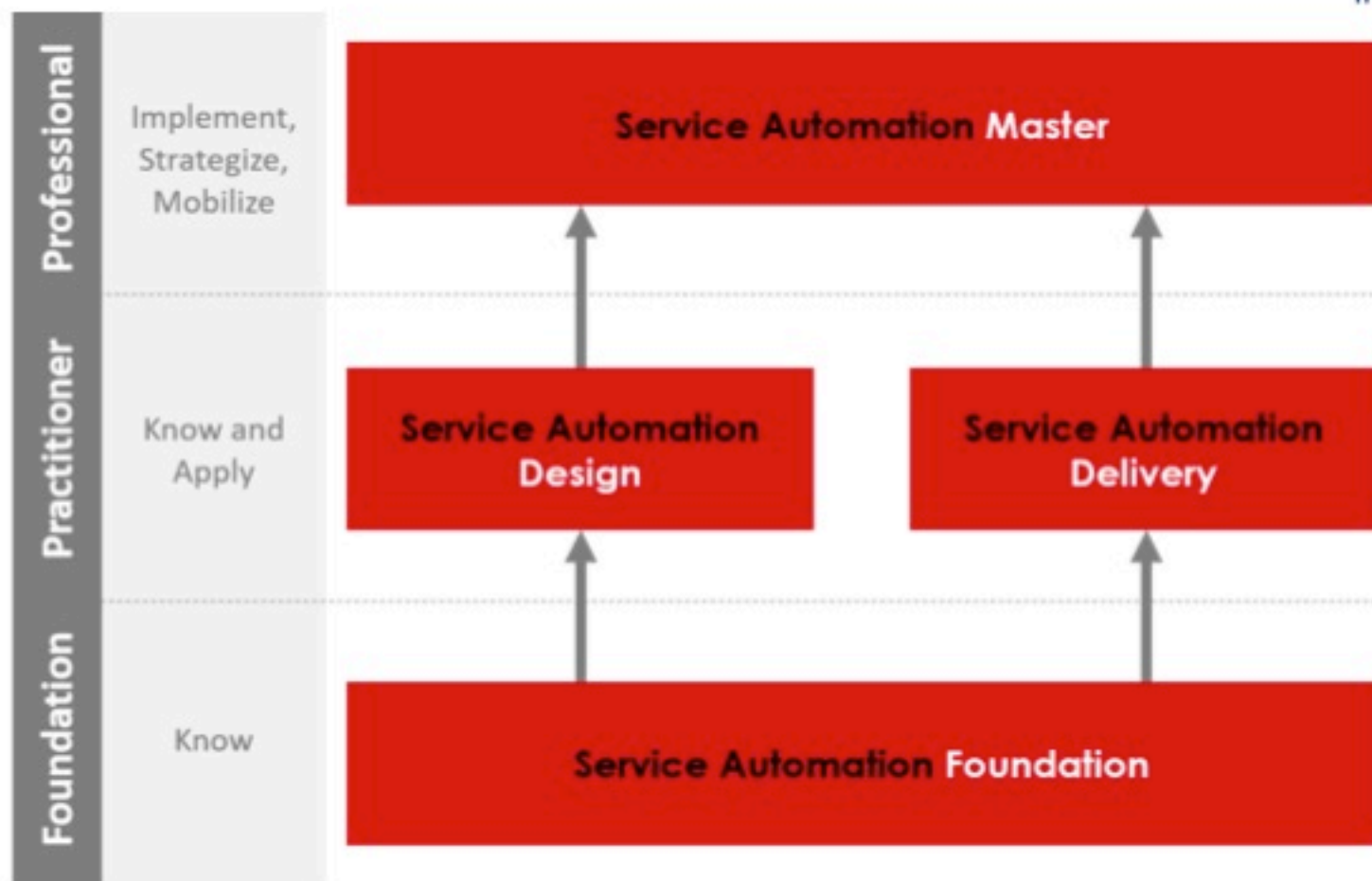
Service Automation Blueprinting



Completed Service Automation Blueprint

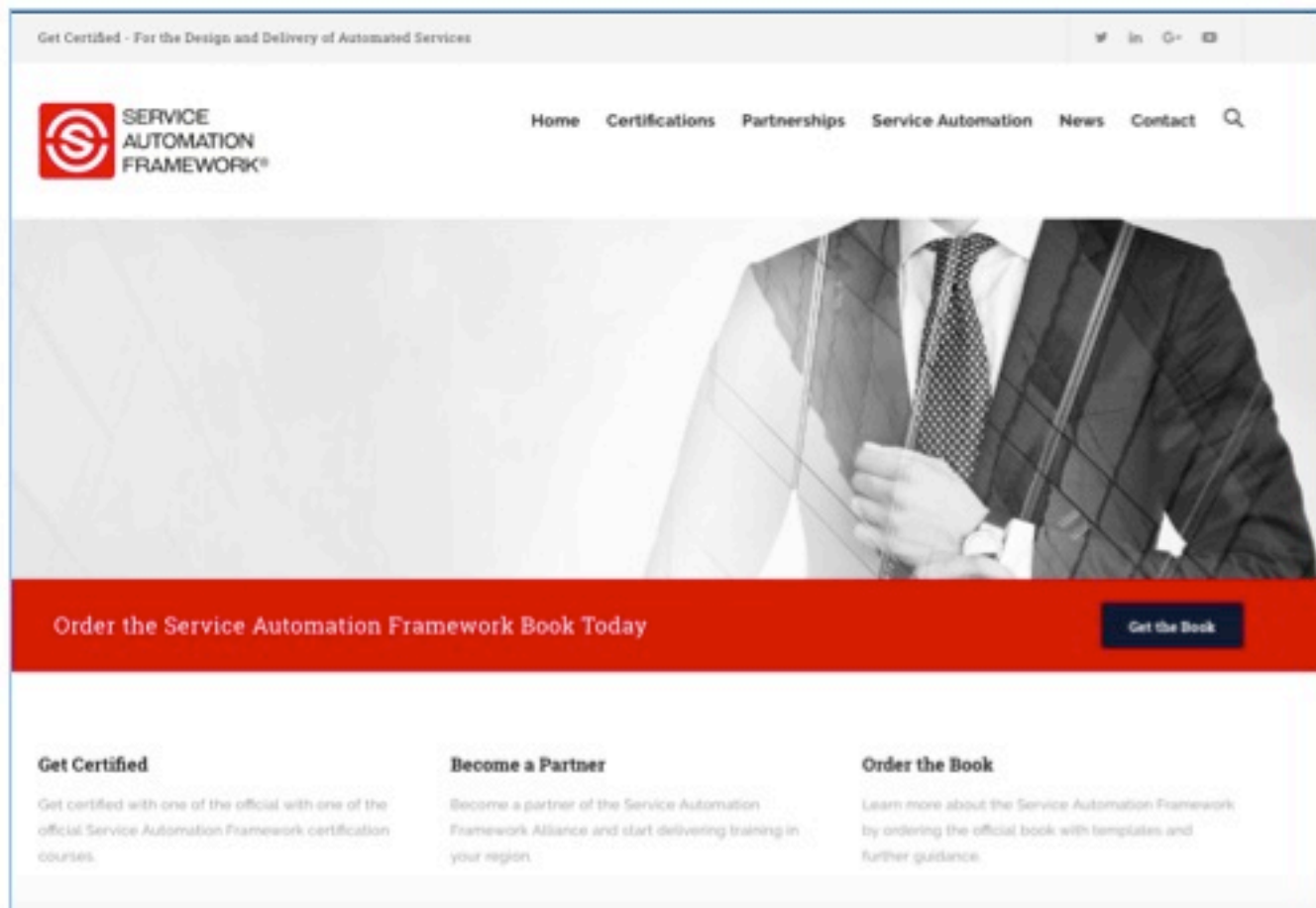


The New Certification Framework



Available Materials

1. **Text Book:** Service Automation Framework for the design and delivery of automated services
2. **Presentation Workbook:** Annotated slide deck with key learning points for the examination
3. **SAF Syllabus:** Document that outlines the test objectives for the SAF Examination
4. **SAF Sample Exam:** Test examination with sample questions, similar to the actual exam
5. **SAF Sample Exam Rationale:** Answers and rationale of the sample examination



Questions?



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