

After the Post-It Notes

How to ensure that the service you designed is the one that gets delivered

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- **2010-2012:** Author receiving support from publicly funded business support services
- **2013:** Providing publicly funded video marketing support to small businesses
- **2014:** Marketing and promoting publicly funded business support services
- **2015-2018:** Ensuring that publicly funded business support services were designed to meet the needs of users and were easy to access.
- **2019:** Helping teams within North Yorkshire County Council to develop profitable services that deliver great customer experiences.



2010 Post-Recession Grimsby

FOR SALE
INVESTMENT
OPPORTUNITY
ALL ENQUIRIES
PLEASE CONTACT
Edward Symmons
0115 243 8484

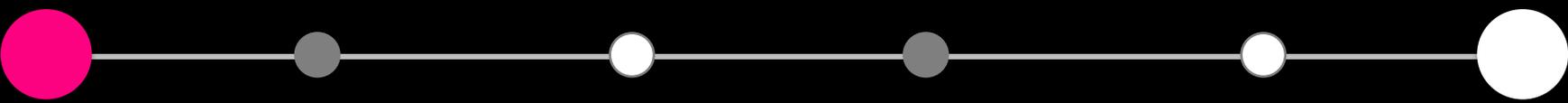
Grimsby & District
HEALTHCARE CHARITY
Supporting our Local Hospital

SHARP & RAYNER

WORLD
2 242 000
SALES & SPA

FURNITURE

Wash

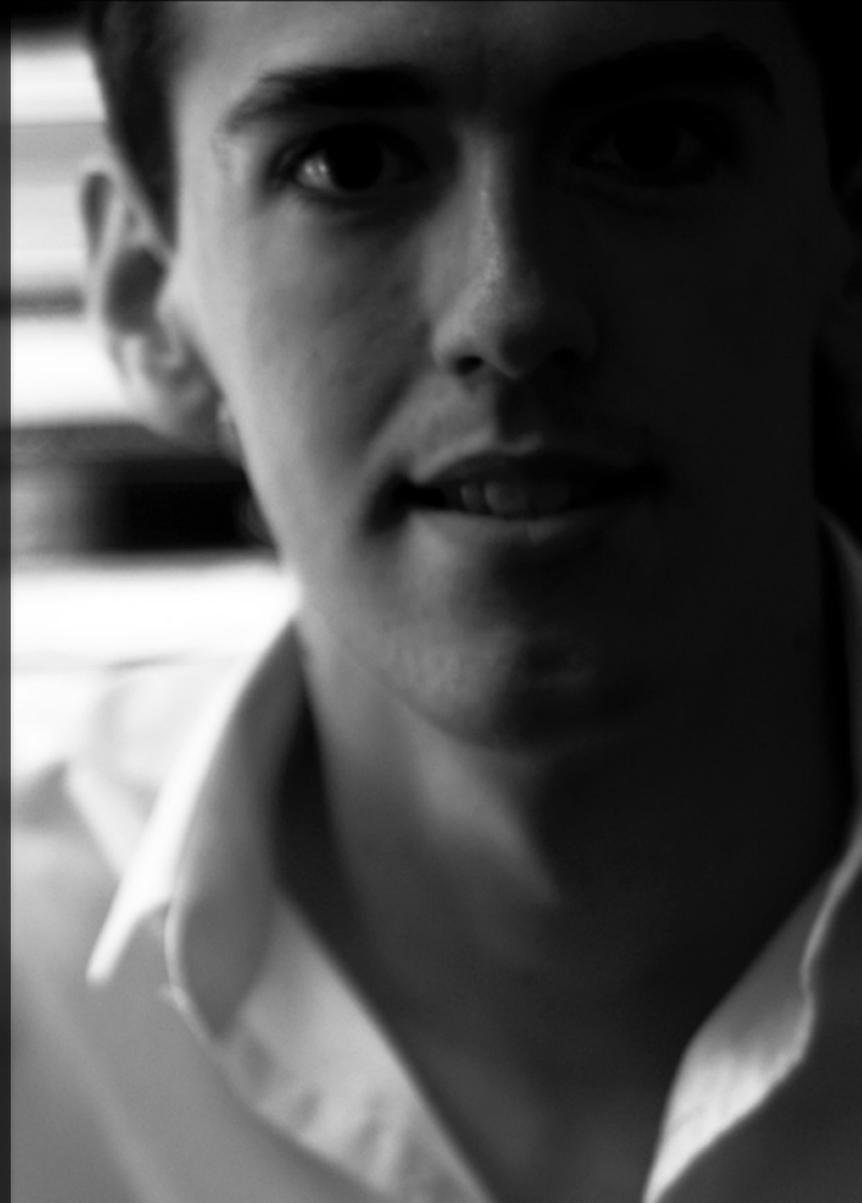


Received 12 Hours of Start-Up
Advice from an unqualified
advisor

Encouraged to take out a loan
because one was available
Registered as a business with
HMRC without understanding
book-keeping or self assessment

Became very anxious and
confused about what I'd signed
up for and was fined over £100 by
HMRC for missing filing deadlines

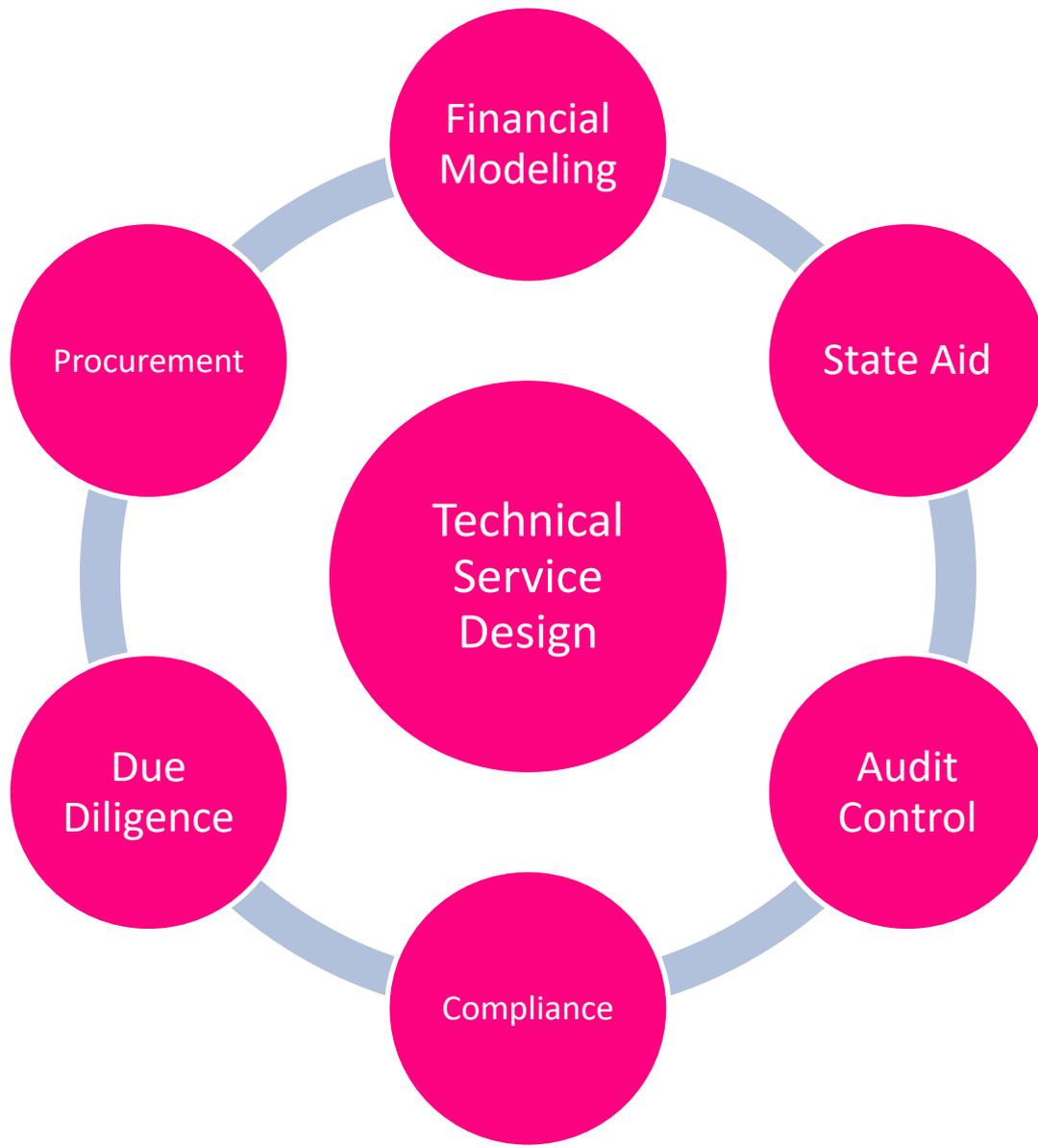
**Result: Terrified about
starting up a business**

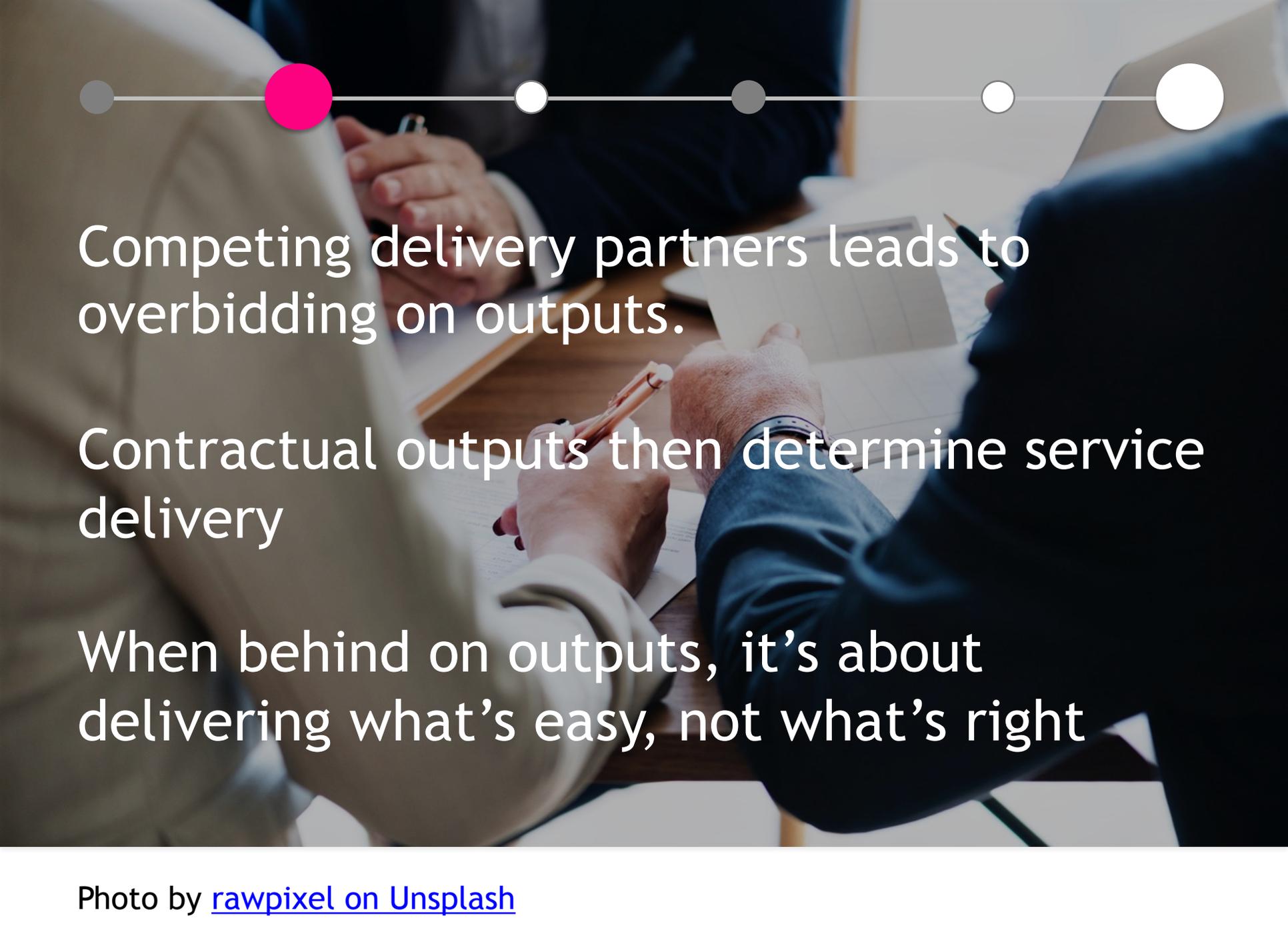


A photograph of a shipwright in a workshop, wearing a dark jacket and a beanie, working on a large wooden hull. The hull is the central focus, showing the intricate wood grain and the curved shape of the ship's body. The background is slightly blurred, showing the workshop environment with various tools and equipment. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text. At the top of the image, there is a horizontal line with six circular markers of varying colors (grey, pink, white, grey, white, white).

2013

The Last Shipwright in Grimsby





Competing delivery partners leads to overbidding on outputs.

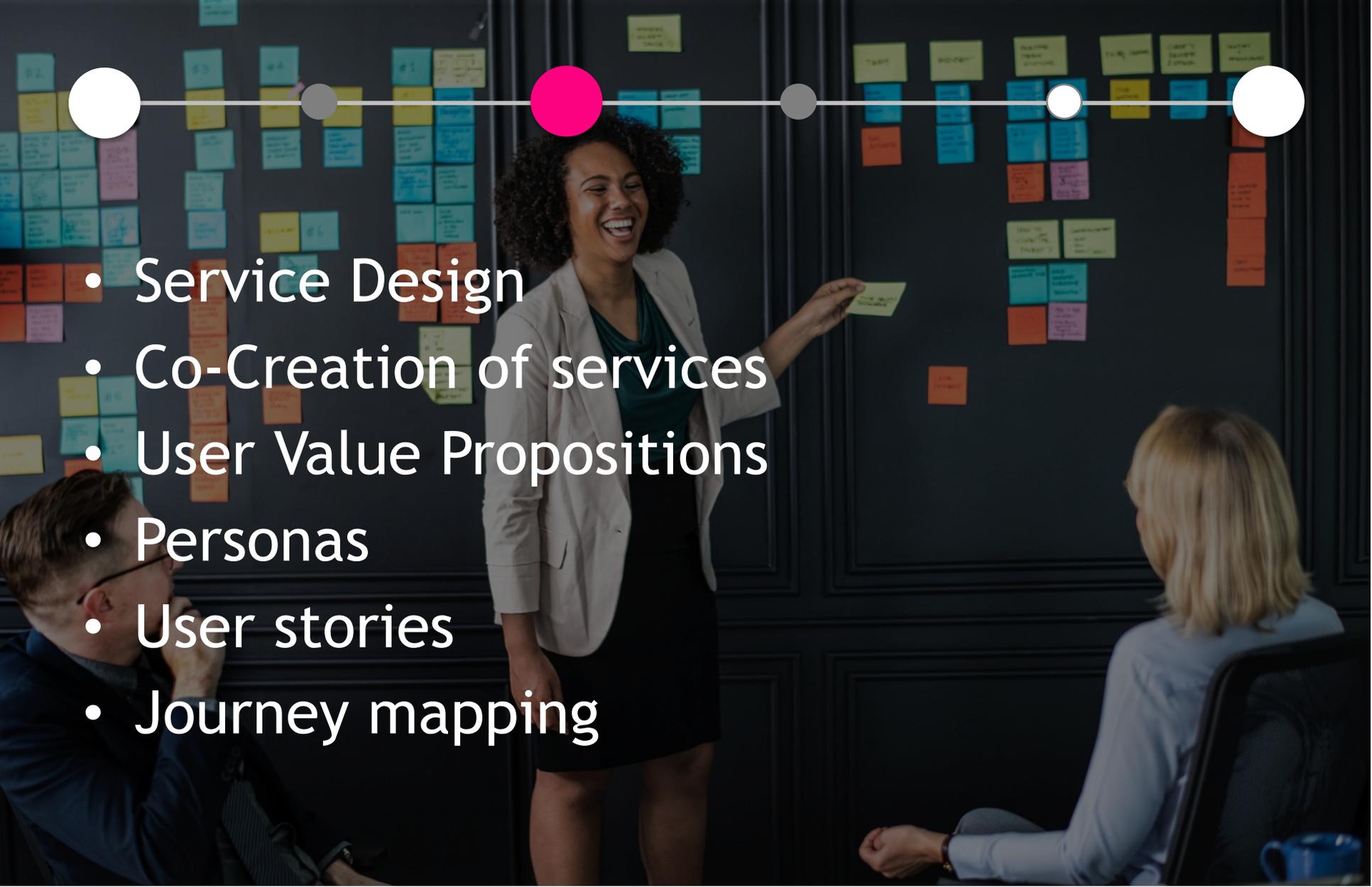
Contractual outputs then determine service delivery

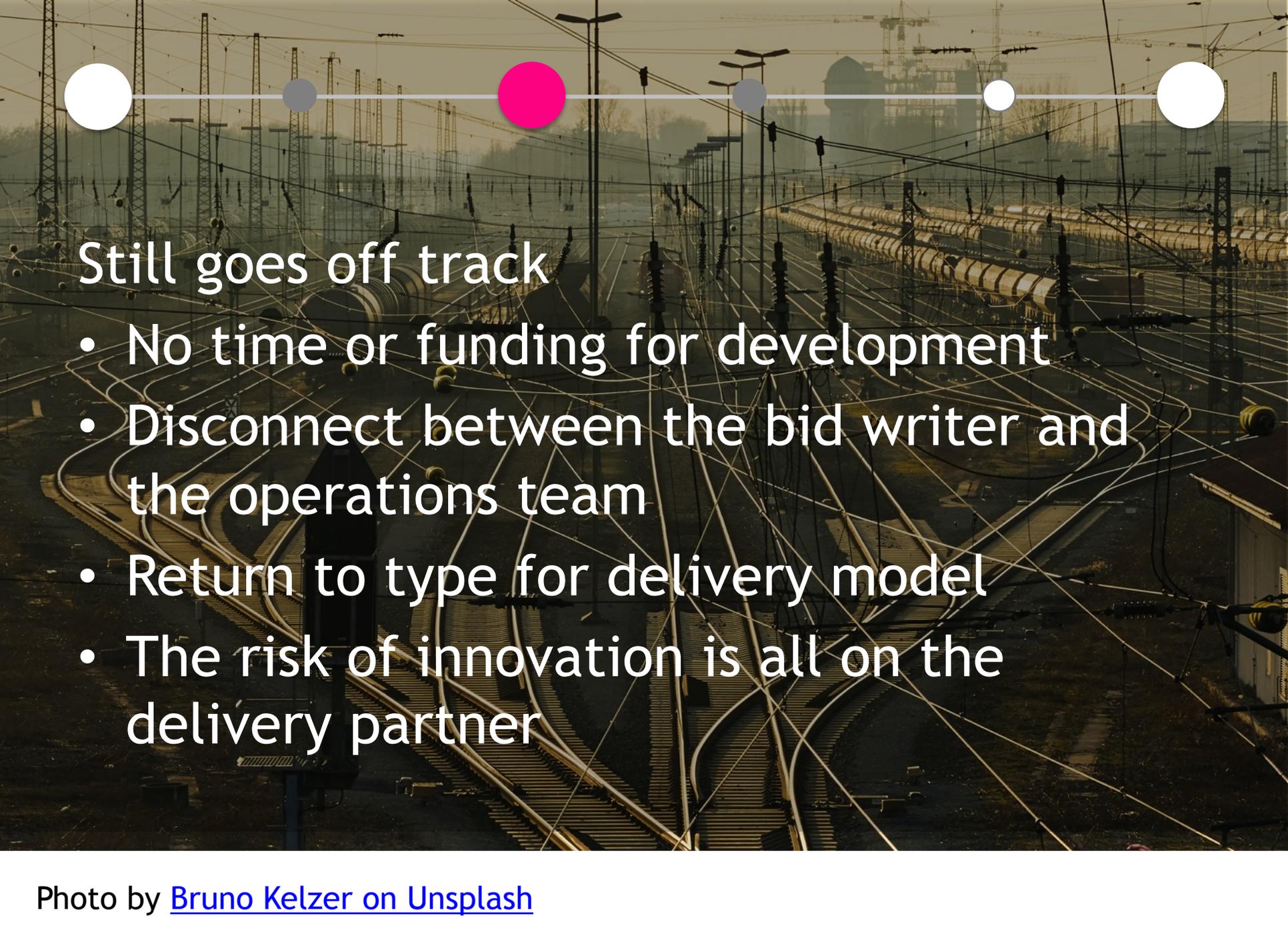
When behind on outputs, it's about delivering what's easy, not what's right



2015 Enter: Post-It

Photo by [rawpixel on Unsplash](#)

- 
- Service Design
 - Co-Creation of services
 - User Value Propositions
 - Personas
 - User stories
 - Journey mapping



Still goes off track

- No time or funding for development
- Disconnect between the bid writer and the operations team
- Return to type for delivery model
- The risk of innovation is all on the delivery partner

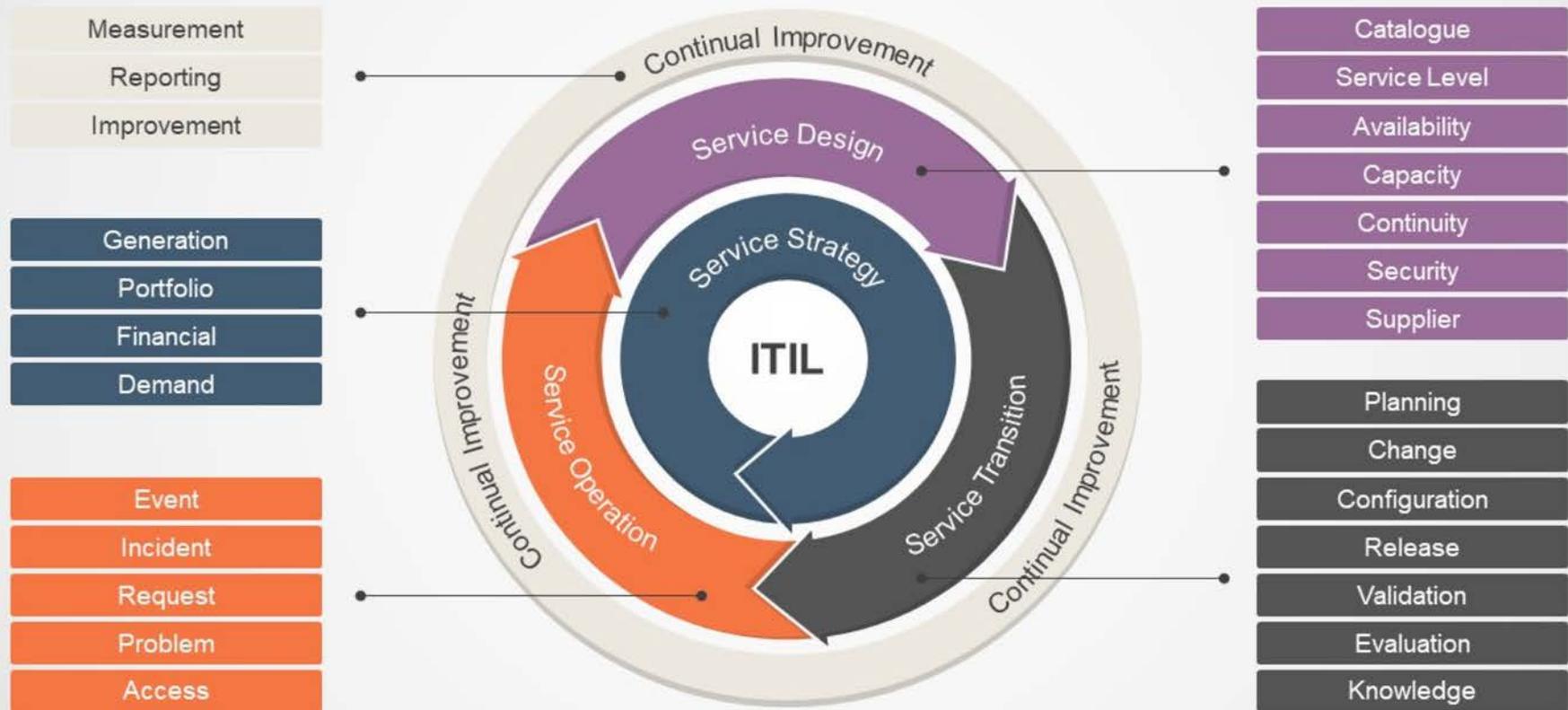


2017

Moving beyond design



ITIL Frameworks





Key components borrowed from ITIL

- Capacity forecasting
- Demand forecasting
- Service Design Pack to move services from design, to development, through to operations



Demand Forecasting

Out of County, New products Income Forecaster v0.3													
	Number of Products to be introduced to region												
	Product Financial Breakdown												
	Market Size												
	Existing Customers	Size of Market											
		2018-19 Number											
		Retention rate											
	Retained customers forecast												
	New Customers	Market size											
		Acquisition rate											
		New customers forecast											
	Existing Customers Financial Forecast												
	Income												
	Expenditure												
	Profit												
	New Customers Financial Forecast												
	Income												
	Expenditure												
	Profit												
	Grand Total Financial Forecast												
Income													
Expenditure													
Profit													

Scenario Modelling Forecasting

Scenario Builder

To use the tool, you can change the values in the yellow boxes on the right.

To start, please enter the targetted income values against each of the income streams in **Box A (Income Target)**.

Box B (Scenario Variables) is where you can change different variables within the marketing landscape, for example, by adopting different pricing strategies, or looking at different trends of sales growth or discounting strategies. A full legend is provided on the right of the box.

Once you have selected your chosen mix of scenario variables, **Box C (Predicted Income)** will then predict a series of values for each of your income streams, based on the scenarios, and indicate the level of variation from your initial target values

A) Income Target

	Target
Annual Service Level Agreements	xxxx
Services and Bespoke Work	xxxx
Courses	xxxx
Self-initiated contracts and other work	xxxx
Forecast Total	£ -

B) Scenario Variables

Variable	Scenario	Description
SLA Pricing model	1	No Change
SLA sales Growth	1	No Change
Self initiated contracts retention	1	No Change
Number of Bespoke Requests	1	No Change
Course Discount	1	No Change
Courses sales growth	1	No Change

C Predicted Income

Income Stream	Prediction	Variation
Annual Service Level Agreements	xxxx	✓ #VALUE!
Services and Bespoke Work	xxxx	✓ #VALUE!
Courses	xxxx	✓ #VALUE!
Self-initiated contracts and other work	xxxx	✓ #VALUE!
Total Predicted Income	xxxx	✓ #VALUE!
Percentage of Income Forecast	xxxx	

Variables Legend

SLA Pricing Model

- 1
- 2
- 3
- 4
- 5

Number Of Bespoke Requests

- 1- No Change
- 2- 10% Increase
- 3- 25% Increase
- 4- 25% Loss
- 5- 50% Loss

SLA Sales Growth

- 1- No Change
- 2- 5% Loss
- 3- 5% Growth
- 4- 10% Growth
- 5- 17/18 levels

Course Discount

- 1- No Change
- 2- No Discount
- 3- 25% Discount
- 4- 50% Discount
- 5- 30% Discount

Self initiated contracts retention

- 1- No Change
- 2- Lost largest contract
- 3- Lost 3 smallest contracts
- 4- Lost 3 largest contracts
- 5- Lost all contracts

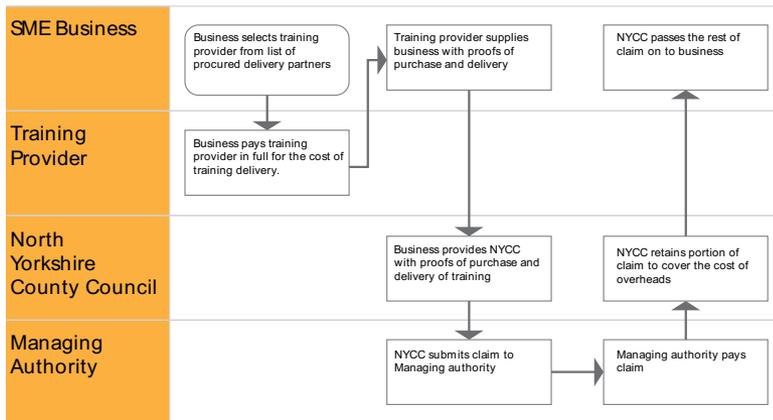
Courses Sales Growth

- 1- No Change
- 2- 5% Growth
- 3- 10% Growth
- 4- 5% Loss
- 5- 0% Loss

Service Design Packs

Customer Journey Service Model v.1

	Stage 1 Pre-project Approval			Stage 2 Project approval			Stage 3 2.2 Delivery	Stage 4 2.1 Delivery	Stage 5 2.2 Delivery	Stage 6 Review				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Customer sign form	✓													
Deliverable package	✓													
Delivery/Installation/Approval														
Delivery to each Member														
Project Review and Feedback														
Project Review (to be done with members in their respective areas)														
Identify members														
Identify Business/Income														
Identify Interest														
Deliverable/Approval														
Member/Feedback/Review														
Review														
Member to further support														
Get Project Review														
Growth Hub Helpline (North Yorkshire County Council)	✓	✓												
Training Needs Analysis (North Yorkshire County Council)			✓	✓							✓	✓	✓	✓
Finance and admin help (Government/Member)			✓	✓	✓						✓			
Business mentor (Government/Member)						✓								
Training induction (Government/Member)							✓	✓	✓					





**Governments
don't compete.
We share stuff.**



**Global
Digital Marketplace**



2019
Empowering Others



This is my story which I have told you. If it be sweet, tell it to someone again and then some of the thanks will come back to me.

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