

ITSM Fundamentals and Basic Concepts - Services.

Find one example of a service (different to Internet Access) and identify the customer assets, the service assets (resources and capabilities) and the business outcomes associated to that service.

Financial Advisory Service:

- Customer Assets:

Savings and investments

Financial goals and objectives

Trust in the advisory firm

- Service Assets:

Investment analysis tools

Market research and data

Regulatory knowledge and compliance expertise

- Business Outcomes:

Investment Growth: Successful financial advisory helps customers grow their investments and achieve financial goals.

Customer Retention: Satisfied customers lead to repeat business and referrals.

Regulatory Compliance: Ensuring adherence to financial regulations avoids legal issues.

Revenue Generation: Advisory fees and commissions on financial products contribute to revenue.