

After the Post-It Notes

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

Simonking@live.co.uk

Twitter @GRServiceDesign

LinkedIn /GreatServiceDesign



- **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





**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**

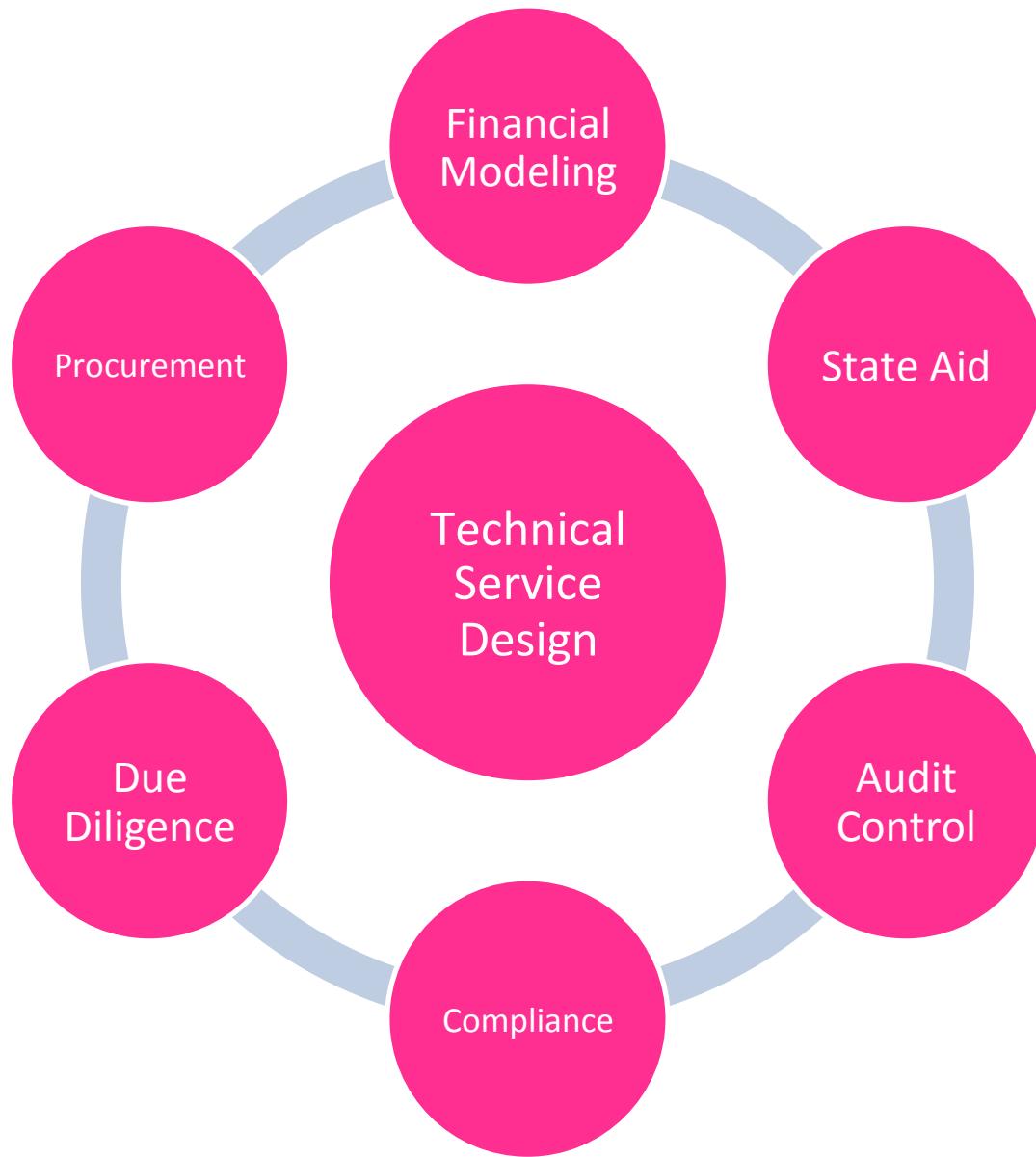
**Result: Terrified about
starting up a business**

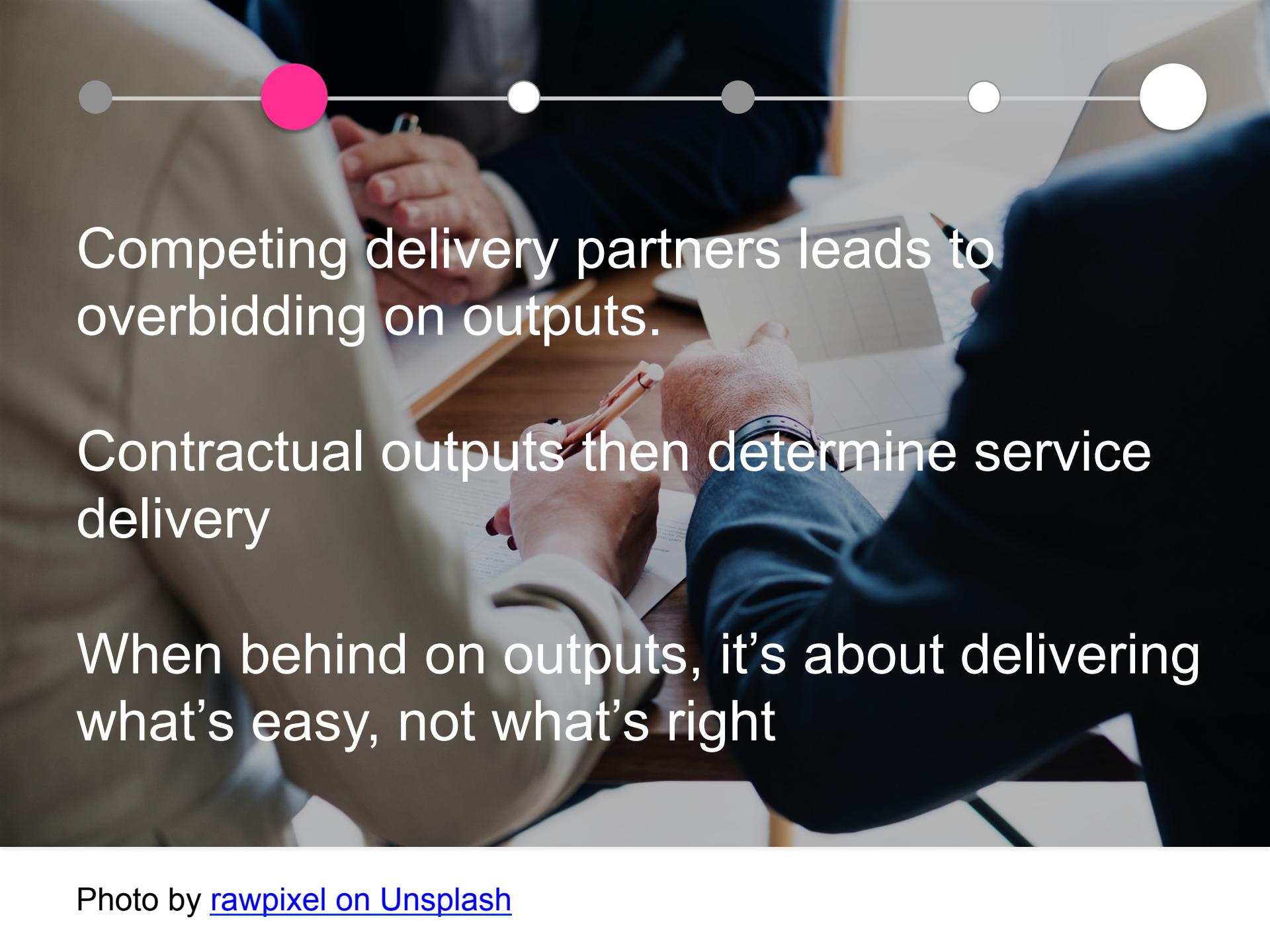


A black and white photograph showing a shipwright in a workshop. He is wearing a dark cap and a long-sleeved shirt, focused on his work. In the foreground, the curved, polished wooden hull of a boat is visible. The background shows various tools and equipment typical of a shipbuilding environment.

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

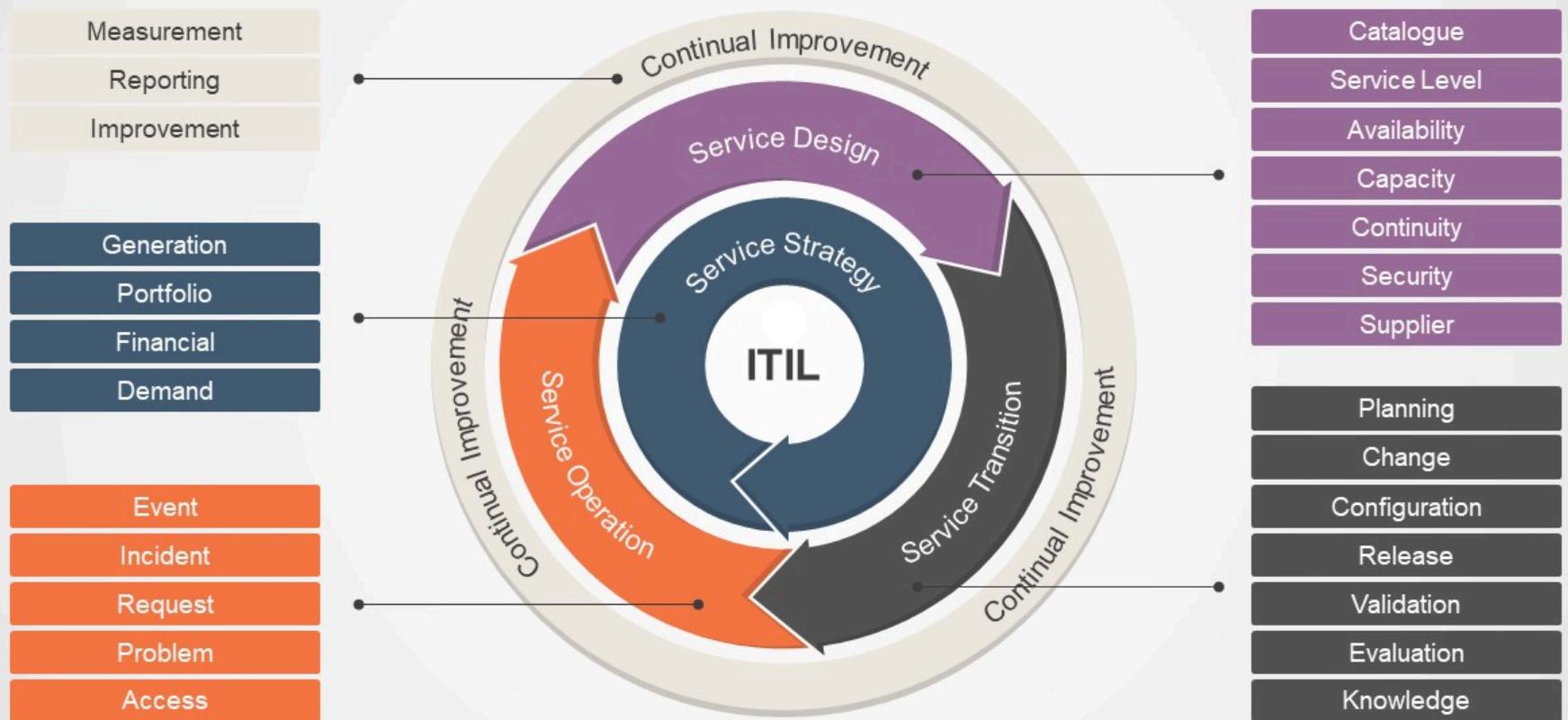


2017

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



Capacity Forecasting

Uptake and Cost Calculator

Number of years

Year

Quarter

Uptake

No. of Assessments

Grants

LGF and ERDF Small Grants

Grants

2 Day Assessment

5 Day Intro

25 Day Advanced

Cost of Assessments

Cost of Assessments

LGF and ERDF Large Grants

Cost of 2 day Assessments

Cost of 5 Day Intro

Cost of 25 Day Advanced

Year	Quarter	Uptake	Total	1				2				3	
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
				10	20	30	40	50	60	70	80	90	100



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	£ -

Variables Legend

SLA Pricing Model	Number Of Bespoke Requests
1	1- No Change
2	2- 10% Increase
3	3- 25% Increase
4	4- 25% Loss
5	5- 50% Loss

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

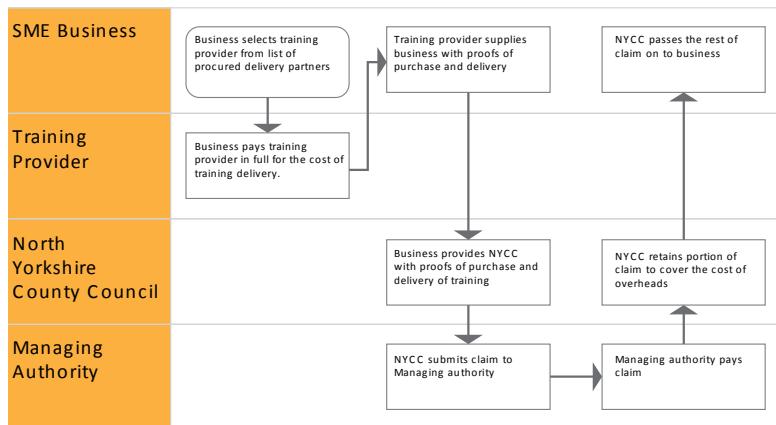
SLA Sales Growth	Course Discount
1- No Change	1- No Change
2- 5% Loss	2- No Discount
3- 5% Growth	3- 25% Discount
4- 10% Growth	4- 50% Discount
5- 17/18 levels	5- 30% Discount

C Predicted Income

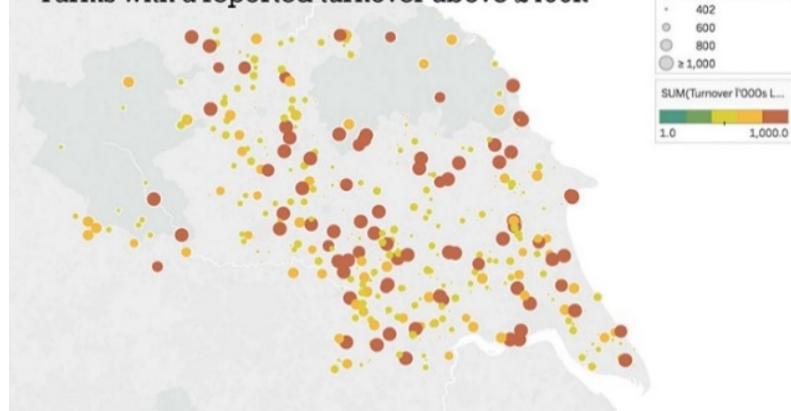
Income Stream	Prediction	Variation
Annual Service Level Agreements	xxxx	✓ #VALUE!
Services and Bespoke Work	xxxx	✓ #VALUE!
Courses	xxxx	✓ #VALUE!
Self-initiated contracts and other work	xxxx	✓ #VALUE!
Total Predicted Income	xxxx	✓ #VALUE!
Percentage of Income Forecast	xxxx	

Self initiated contracts retention	Courses Sales Growth
1- No Change	1- No Change
2- Lost largest contract	2- 5% Growth
3- Lost 3 smallest contracts	3- 10% Growth
4- Lost 3 largest contracts	4- 5% Loss
5- Lost all contracts	5- 0% Loss

Service Design Packs



Farms with a reported turnover above £400k





**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.

Simonking@live.co.uk

Twitter @GRServiceDesign

LinkedIn /GreatServiceDesign