



IBM Consulting

G-Cloud 15 IBM - Strategy and Experience Design Services

Service Definition Document

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Contents

Strategy and Experience Design
Services.....1



Strategy and Experience Design Services

Strategy and Experience Design engagements are highly collaborative, enabling organisations to visualise their services and agree on how the overall health of services might be measured.

We partner with you to identify opportunities to enhance services, applying a clear prioritisation framework.

The engagement will always begin by working with the sponsor and key stakeholders to understand the desired scope and outcomes, before then engaging with customers and employees to create an end-to-end front-to-back map of the services offered. Highly-skilled service design practitioners will lead the planning and execution of these activities, delivering agreed artefacts such as Insights, Service Blueprints, Outcome Measures, and prioritised enhancement backlogs. We partner with you to access and connect with colleagues, employees, and owners of enablers, including platforms, products, automation, and process modelling.

The power in this approach lies in bringing together core teams of experts to understand services and identify the ‘right thing to do’, before engaging with execution capabilities, to do the ‘thing right’.

01. Shared Understanding

Mapping a service with an organisation delivers visualisation of all the interdependencies, both backstage and frontstage, which helps to understand the service and all its moving parts -from roles and behaviours to touchpoints, tool and processes. This ‘outside in’ focus allows everyone across organisational boundaries to work together for the users, both employees and clients.

02. Shared Understanding

To enable accountability of services offered by an organisation, we work with you to agree on key outcomes and metrics and inform evidence-based decision-making. For example, where to invest to improve the service and track the impact.

03. Prioritise and Prototype

Prioritise ideas to improve the service based on reliable research, end-to-end mapping and agreed outcomes. Once selected, an idea can be quickly prototyped and validated with colleagues/users. The experience is then evolved based on feedback, value identified, and a robust view of feasibility and the investment required to launch with a group of users (e.g. via Private Beta) is planned.

