



Xn0
Solutions

Ultimate Checklist for Service Design Excellence

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Why is Service Offering design important?



Focus on Customer Outcomes:

Drive customer success by putting a keen focus on Customer desired outcomes, goals, and KPIs



Optimize Time to Value:

Accelerate the realization of value from customers' investments.



Financial Efficiency:

Achieve financial sustainability, preventing resource wastage and maximizing utilization.



Customer Delight:

Actively listen and respond to feedback to elevate the customer experience continuously



Why is Service Offering design important?



Focus on Customer Outcomes



Speed/Time to Value



Financial Efficiency



Customer Delight





How Can We Design Our Services To Accelerate Customer Success?



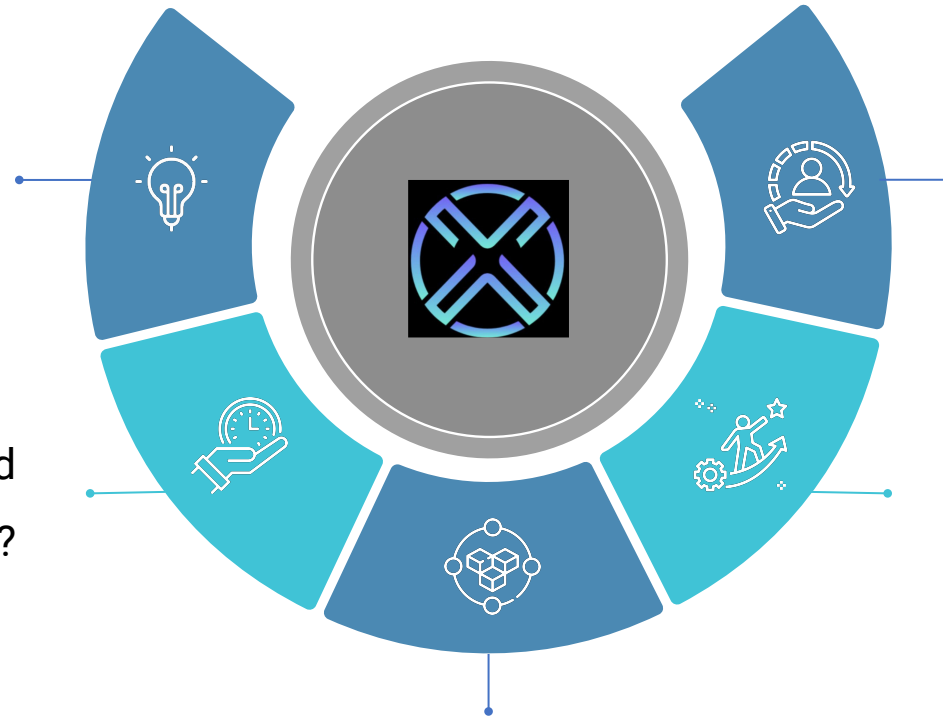
5 Considerations

Are we methodically advancing Customers towards outcomes?

Have we standardized and optimized for time to value?

How are we listening to our customers?

How do we measure success?



Are we aligned with our Financial and Operational model?

Item 1: Orchestrate Outcomes

How



Capture Customer desired outcomes and goals from the beginning to drive meaningful results.



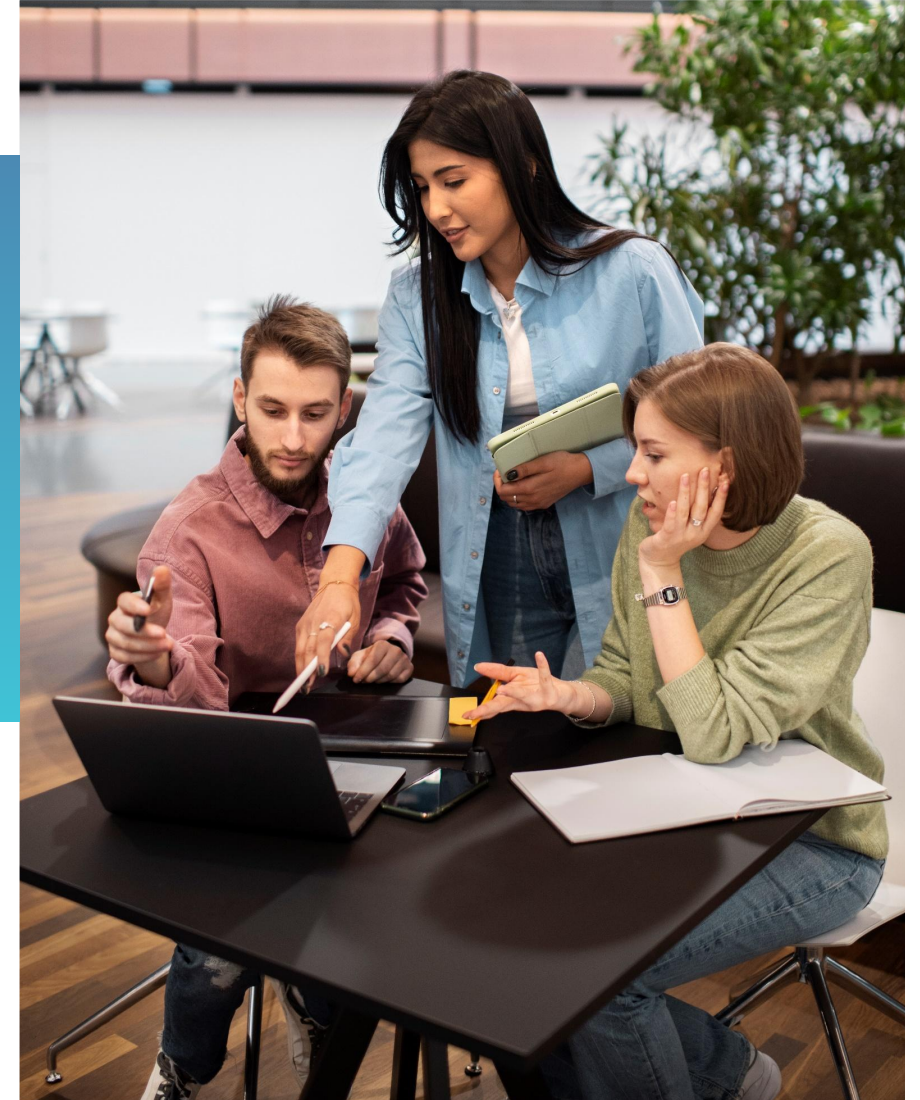
Develop a comprehensive success plan including customer objectives, implementation outline, roles and responsibilities, timeline, risks, and a clear path to the customer's desired business outcomes.

Checklist

Outcome Orientation Plan



Template SOW



Item 2: Optimize For Time To Value

How

- › Be prescriptive by standardizing your onboarding methodology
- › Manage customer expectations effectively with a detailed project plan
- › Master the pivotal moments in the onboarding journey that shape the customer's perception of success.
- › Constantly iterate - look for opportunities to make your processes faster and best practices even better.



Item 2: Optimize For Time To Value



Standardization



Repeatability + Consistency



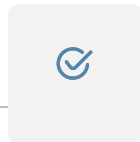
Quality + Time to Value

Checklist

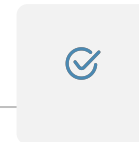
Methodology



RACI



Template project plan



Project &
Pre-Sales
materials



Item 3: Tie It Back To Revenue

How



Design Service methodology by guiding Customers away from behaviors that lead to attrition and drive optimal adoption levels for long-term success & expansion.



Maintain break-even/positive Services margins by strategically aligning price with delivered effort and implementing robust scope management practices

Checklist

Financial Model



Item 4: Measure Success

How

Regularly measure and analyze KPIs that provide valuable insights into the performance of your onboarding processes.

Make continuous improvement of key metrics a core part of your team's quarterly objectives and key results (OKRs).

Essential KPIs:



Billable & productive utilization



Time to value



CSAT



Booking rates



Bill rates



Product Adoption

Checklist

Operational Dashboard



Item 5: Delight Your Customers

How



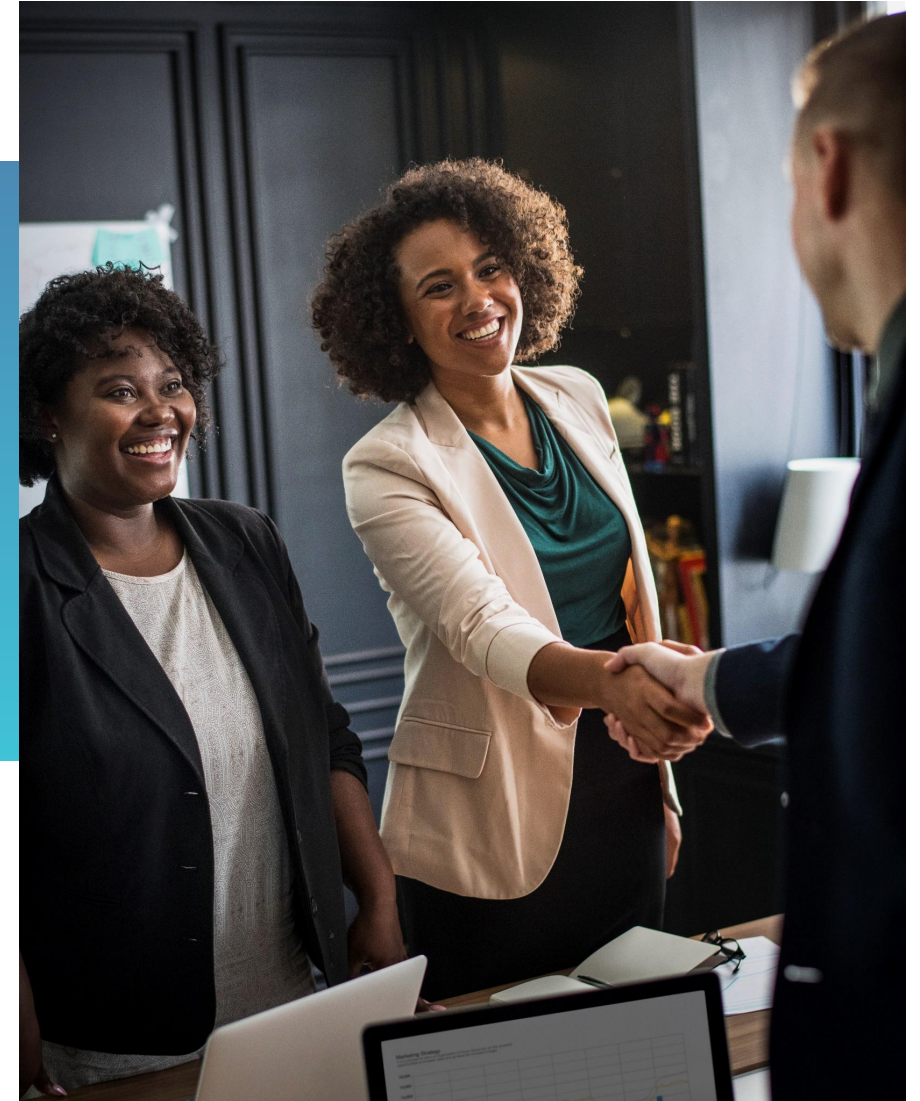
Implement a closed-loop survey process to gather valuable feedback and insights directly from customers, by delivering and analyzing surveys, leveraging positive results for advocacy, and promptly addressing negative feedback.



Create a warm and welcoming experience by incorporating personal touches, such as hand-signed notes and thoughtful gestures, to make customers feel valued, appreciated, and part of your extended family.

Checklist

Survey Text & Plan



Ultimate Checklist For Service Design Excellence



Mgt Materials

- › Outcome orientation plan
- › Template SOW
- › Methodology
- › RACI
- › Operational Dashboard
- › Financial model



Customer Materials

- › Template project plan
- › Project Materials
- › Survey text & Plan



Sales materials

- › Sales enablement materials
- › Customer-facing Sales materials



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Extra Slides