

The School of Good Services

Benefits and outcomes of masterclasses

This document answers some of the common questions you might get asked in order to justify why you should take a good services masterclass or organise a private training session for your organisation.

Please copy and paste whatever you find helpful to make your case. Good luck!

Why is service design important?

Most organisations deliver some kind of service - whether that's helping users to buy something or get access to healthcare.

The more critical your service is to your user, the more important it is to get it right. Yet most organisations do not consciously design their services - leaving them instead to become the bi-product of multiple successive technology, policy, operational or legal decisions over time.

Delivering services in this way is risky, as each successive decision has the potential to make the service more difficult for users to use and more expensive to run.

For example, a Government Digital Service study found that of the 80% of UK central government funds spent on service delivery, roughly 60% of those funds is spent on service failure - either through unnecessary phone calls from users who need help to use a service, or an incorrectly filled in form or applications.¹

In one UK government department, 53% of calls made were simply to find out how to do something, a number validated by a recent study of the top content on GOV.UK. This study found that the 8th most popular search was for a departmental phone number.²

¹ Government as a Platform study, 2016, Government Digital Service

² Government as a Platform study, 2016, Government Digital Service

Service design reduces the risk and the cost of services by enabling customers to reach an outcome with minimum support, and by enabling organisations to deliver change more quickly by understanding how each change will affect the cost and quality of their service.

Why is service design training important for staff?

Almost everything we do as an organisation will have an impact on the quality of service you provide - from the ability of your front-line staff, recording customer data, to the ability of your recruitment teams to hire great staff

In order to deliver services that work, each and every one of these people need to understand the role they play in delivering a service, and the effect that the decisions they make will have on the quality and cost of a service.

What is the school of Good Services?

The school of Good Services was founded by Lou Downe, author of the bestselling book Good Services and founder of service design in the UK government to help build the skills needed to deliver better services.

Since then they have trained thousands of people across the public and private sectors, in health, finance, retail, legal and cultural sectors.

The masterclasses they provide are part training, part consultancy, where participants get to work on their own service in a supportive, guided environment.

Private sessions are customisable to the organisation's needs and are a great way to give space for teams and departments from your organisation to focus on one or several service areas whilst developing their skills.

Why the school of Good Services?

Whilst most service design training focuses on methodology for designers, the school of good services provides simple, practical training that enables participants from any profession or level to understand what makes a good service, and how to ensure the decisions they make on a day to day basis will improve the quality of the service they provide

In addition to the learning outcomes for each course, by the end of the training all participants of all courses will be able to

- Understand what makes a good service
- Identify the faults within an existing services
- Understand what needs to happen to fix those issues
- Understanding the changes they need to make to their ways of working to enable good service delivery

What is the impact of Good Services training?

Good Services masterclasses are a quick and cost-efficient way of increasing the capability of your organisation to deliver efficient services that work. For the price of the course, the direct benefits include:

- Increased capability of staff to design and deliver services that work
- Empowered teams that are able to make informed service design and delivery decisions at a much lower level
- Reduced management blockers to good service delivery
- More effective collaboration across organisational silos through the use of shared language
- Increased effectiveness of user research as teams can focus their efforts on the problems unique to their service, rather than those that are generally easily identified issues

Investing in service design overall can;

- Increase the sales of your product/service by ensuring it meets user needs and increasing customer demand/usage
- Reduce the cost of service delivery by redesigning processes to deliver the service more efficiently
- Reduce the risk of service failure resulting in reduced cost of recovery and improved brand perception
- Increase effectiveness of meeting organisational outcomes by centering services around user needs and what you set out to deliver
- Increase satisfaction amongst staff delivering the service by improving their experience resulting in improved staff retention
- Increase departmental collaboration on developing innovative new products and services
- Develop approaches to reducing the carbon count of your service delivery
- Ensure your service is meeting regulations and legal standards in your industry and location