

SERVICE AUTOMATION FRAMEWORK

Courseware



Service Automation Foundation Courseware



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Table of Content

Agenda 2-day Course	4
Day 1	
About this course (4)	6
Module 1 – Introduction to Service Automation (10)	9
Module 2 – The User (32)	20
Module 3 – Service Design (49)	29
Module 4 – Technology (64)	36
Module 5 – Automated Deployment (84)	46
Day 2	
Module 6 – Service Delivery Automation (105)	57
Module 7 – Serendipity Management (130)	69
Module 8 - SAF Examination (145)	77
Assignments	79
Answers of assignments	90
SAF Syllabus – APMG	103
SAF Sample Exam – APMG	117
SAF Sample Exam Rationale – APMG	132

This number is a reference to the sheet

Agenda

Agenda for the Course

Please find below a suggested outline of the course program:

Program Day 1

09:00 – 10:30	Module 1: Introduction to Service Automation
10:30 – 10:45	Coffee Break
10:45 – 12:30	Module 2: The User
12:30 – 13:30	Lunch Break
13:30 – 15:00	Module 3: Service Design
15:00 – 15:15	Tea Break
15:15 – 16:30	Module 4: Technology
16:30 – 17:00	Day 1 Recap and Sample Exam Questions

Program Day 2

09:00 – 10:30	Module 5: Automated Deployment
10:30 – 10:45	Coffee Break
10:45 – 12:30	Module 6: Service Delivery Automation
12:30 – 13:30	Lunch Break
13:30 – 15:00	Module 7: Serendipity Management
15:00 – 15:15	Tea Break
15:15 – 16:30	Module 8: The Service Automation Foundation Exam
16:30 – 17:00	Course Evaluation

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Introduction

- Let's meet & Goals
- Start and End Times
- Program
- Feedback & Exam



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2

Service Automation Framework

Take a Moment to Introduce Yourself

- Your name
- Your organization
- Your role
- Your personal objectives for the course
- Your biggest automation challenge

About the Courseware

Here is the link from the slide to the theory in the book, with the number of the chapter or the paragraph (Par.) and possibly the name of the subtitle in the book



Trainer slides



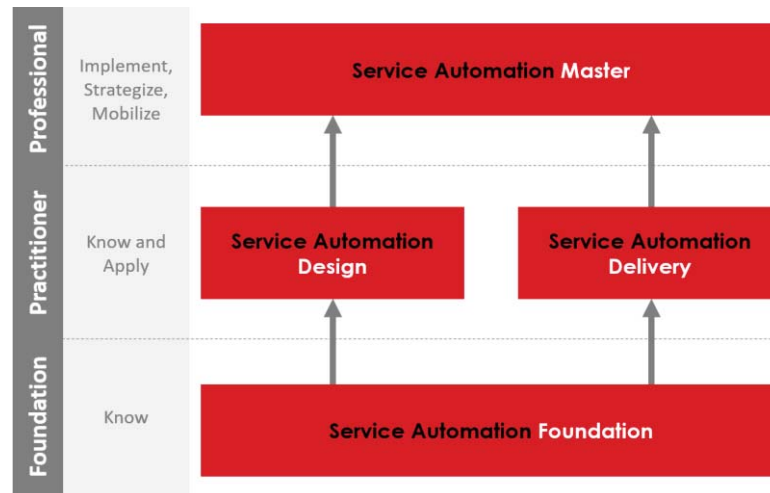
Courseware



Study guide

Service Automation Framework

The Service Automation Certification Scheme



4 Levels of Examination

- 1. Service Automation Foundation:** This entry-level certification tests whether delegates can recall key concepts and terminology of the Service Automation Framework.
- 2. Service Automation Design:** This intermediate-level certification tests whether delegates can apply the theory of the Service Automation framework to design automated services. This certification tests design concepts.
- 3. Service Automation Delivery:** This intermediate-level certification tests whether delegates can apply the theory of the Service Automation framework to deliver automated services. This certification tests process application.
- 4. Service Automation Master:** This expert-level certification test whether delegates are able to formulate a long-term strategic road map in order to execute a digital strategy based on automated services.

Service Automation Framework

Table of Contents

This course consists of 8 main modules:

1. Introduction to Service Automation Framework
2. The User
3. Service Design
4. Service Automation Technology
5. Automated Deployment
6. Service Delivery Automation
7. Serendipity Management
8. The Service Automation Foundation Examination

Contents

Program

	Day 1	Day 2
09:00 – 10:30	Module 1: Introduction to Service Automation	Module 5: Automated Deployment
10:30 – 10:45	Coffee Break	Coffee Break
10:45 – 12:30	Module 2: The User	Module 6: Service Delivery Automation
12:30 – 13:30	Lunch Break	Lunch Break
13:30 – 15:00	Module 3: Service Design	Module 7: Serendipity Management
15:00 – 15:15	Tea Break	Tea Break
15:15 – 16:30	Module 4 Technology	Module 8: The Service Automation Foundation Exam
16:30 – 17:00	Day 1 Recap and Sample Exam Questions	Course Evaluation

Service Automation Framework

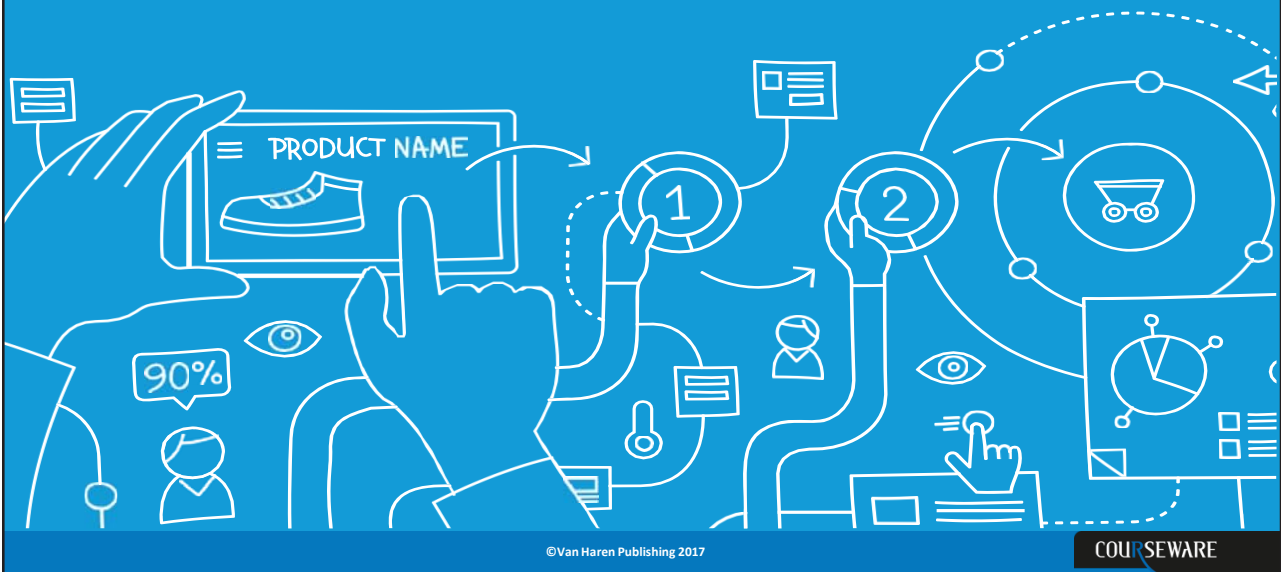
Course Materials

1. **Official Text Book - VHP:** Service Automation Framework for the design and delivery of automated services
2. **Presentation Workbook - VHP:** Annotated slide deck with key learning point for the examination
3. **SAF Syllabus - APMG:** Document that outlines the test objectives for the SAF Examination
4. **SAF Sample Exam – APMG:** Test examination with sample questions, similar to the actual exam
5. **SAF Sample Exam Rationale - APMG:** Answers and rationale of the sample examination

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9

Module 1 Introduction to Service Automation



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Service Automation Framework

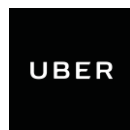
What is Service Automation?

Service automation is:

1. The automated delivery of services
2. Based on the autonomous requests of users
3. Using a (self-service) technology platform to deliver services to end users
4. Aimed to an optimal User Experience in order to achieve a competitive advantage.

Service automation is a framework aimed to provide a step-by-step approach to achieve digital transformation.

What do all these organizations have in common?



Booking.com



They deliver services based on the concepts of Service Automation

Disclaimer - Please note that company names have been provided for illustration purposes only.

Service Automation Framework

The Rise of the Self Service Generation

A Self Service Generation is coming who are used to their (mobile) interface to connect to the world.

This generation is 'used' to have services available instantly and 24x7.

This groups increasingly uses Apps and Self Service Interfaces to source, procure and manage services.

Can you list key characteristics of the Self Service Generation?

Key Business Drivers of Service Automation

1. Service Automation facilitates a **scalable** business model by which companies can enter new markets more easily and attract new customers;
2. Service Automation assists companies in making **data-driven decisions** based on earlier interactions with users and customers. More accurate information provides companies with a competitive advantage;
3. Service Automation is **user centric**. Services are always designed with the objective of providing an optimal user experience;
4. The aim of Service Automation is to automate unnecessary manual labor, providing a **more cost-efficient** service delivery organization;
5. And last but not least, by breaking down services into easy-to-understand steps, Service Automation provides a framework for consistently **exceeding user expectations**.

Service Automation Framework

Definition of Service Automation

*“Service Automation is the **practice** of an industry that enables their **autonomous users** to procure, manage and adjust services through **self-service technology** and concepts in order to systematically exceed **user expectations**.”*

Par. 2.1

What is Automation?

Automation is always characterized by a feedback loop, which provides the possibility to adjust:

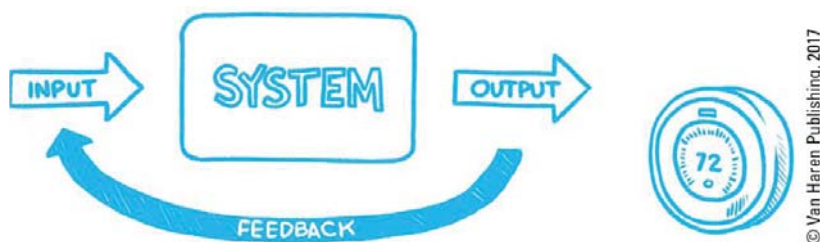


Figure 2.1 The feedback loop is a defining characteristic of automation
Source: Service Automation Framework

Service Automation Framework

Brief History of Automation

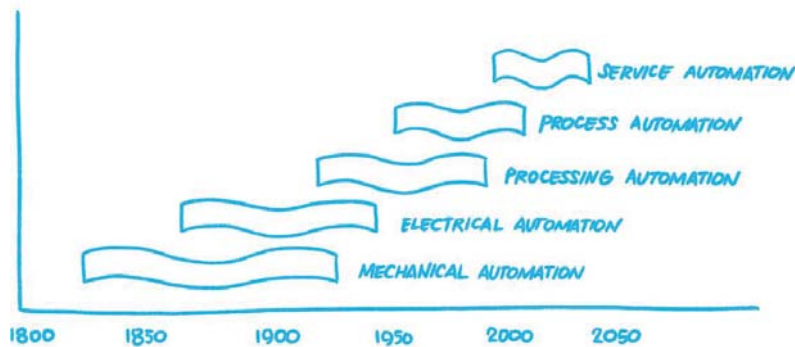


Figure 2.2 A short historical overview of the major waves in automation
Source: *Service Automation Framework*

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Five Waves of Automation

1. **Mechanical Automation:** Mechanical automation is the ability of structure to adjust to changing conditions.
2. **Electrical Automation:** Electrical automation provides a feedback process through the flow of electric particles
3. **Processing Automation:** With the invention of computer chips, systems have the ability to program feedback loops into computer code
4. **Process Automation:** Software systems can make autonomous adjustments in processes based on process automation.
5. **Service Automation:** Service Automation provides user the ability to obtain services through automated platforms.

Service Automation Framework

Key Concepts in Service Automation

Key terms and definitions in Service Delivery:

1. The definition of a service
2. The Service Concept
3. Service Push vs. Service Pull

Key terms and definitions in Service Automation:

1. Service Automation Framework
2. Service Automation Framework Implementation Approach
3. Service Automation Techniques



Par. 3.5

The Service Concept



Figure 3.2 The four dimensions of the Service Concept
Source: *Service Automation Framework*

Service Automation Framework

The Four Elements of the Service Concept

The service concept consists of the holistic combination (i.e. all element should be considered equally) of four dimensions:

1. **Service operation:** the way in which the service is delivered
2. **User experience:** the user's direct experience of the service
3. **Service outcome:** the benefits and results of the service for the user
4. **Value:** the benefits the user perceives as inherent in the service, weighed against the cost of the service.

The Service Concept serves as an overarching directive to all other services and provides a service provider with its corporate identity

Par. 3.6

Service Push vs. Service Pull

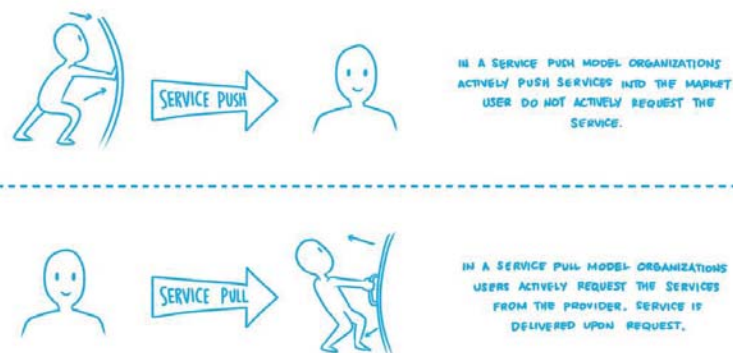


Figure 3.4 Service Automation is based on the autonomous 'Service Pull' of a user

Source: Service Automation Framework

Service Automation Framework

The Service Automation Framework Highlights

Par. 3.7

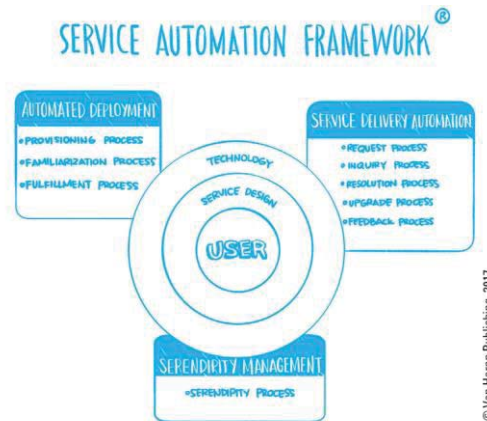
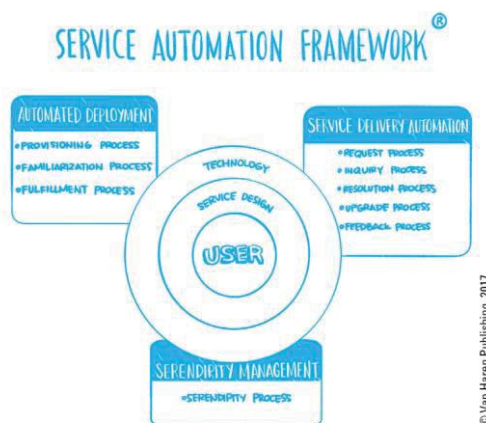


Figure A.1 The Service Automation Framework
Source: Service Automation Framework

The Service Automation Framework Highlights

Par. 3.7



All blocks are equally important

- 1-3 are called "The Heart"
- 4-6 are called "The Brain"

Figure A.1 The Service Automation Framework
Source: Service Automation Framework

Service Automation Framework

The Service Automation Framework Building Blocks

The Service Automation Framework consists of 6 major building blocks:

1. **User:** The building block that defines the key characteristics of the groups of people a service provider aims to serve;
2. **Service Design:** The business function that designs and defines the service offering of a service provider.
3. **Technology:** The building block that defines the setup and usability of the digital interfaces, connecting service providers with their users;
4. **Automated Deployment:** The processes that enable a user to start using a service based on his or her own action;
5. **Service Delivery Automation:** The processes that enable a user to change or resolve any aspect of the service based on his or her own action;
6. **Serendipity Management:** The processes that facilitate a planned and continuous approach in order to constantly exceed the expectations of users.

The Heart vs. the Brains

The Service Automation Framework can be divided into two important sections:

Dimension	The heart	The brains
Objective	Design	Delivery, support and improve
Domain focus	Design elements	Processes
Building blocks	<ul style="list-style-type: none"> • Users • Service Design • Technology 	<ul style="list-style-type: none"> • Automated Deployment • Service Delivery Automation • Serendipity Management
People	Creative	Controlling

Service Automation Framework

Service Automation Implementation Approach

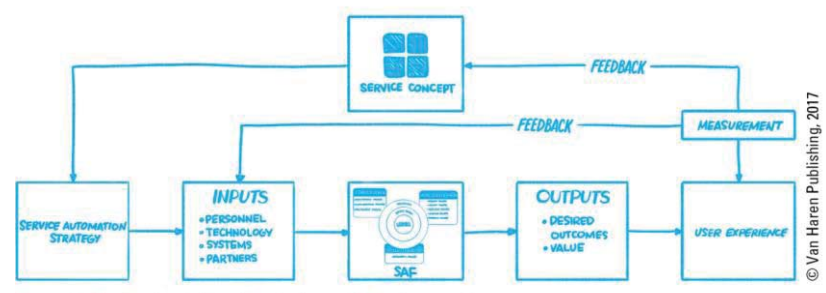


Figure 4.4 The Service Automation Implementation Approach
Source: Service Automation Framework

Note: A high-level model providing guidance on how to embed Service Automation into organizations

Service Automation Framework Techniques

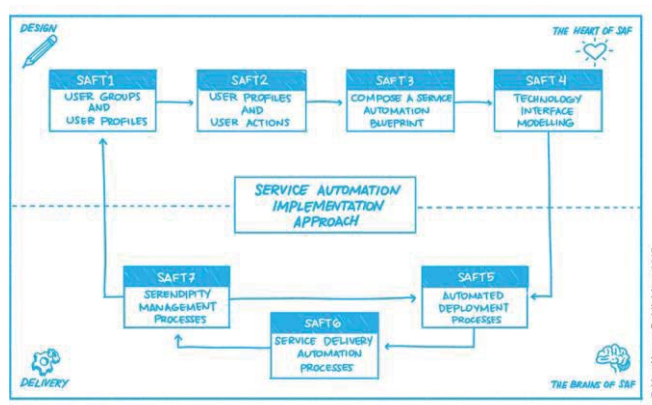


Figure A.2 The seven Service Automation Framework Techniques (SAFTs)
Source: Service Automation Framework

Service Automation Framework

The Service Automation Framework Techniques

1. Practical templates and tools you can use to deliver automated services
2. Should be used in sequence (step 1 – step 7)
3. Makes the theory from the Service Automation Framework practical to use.
4. Free templates and guide lines are provided to make it practical.

Service Automation in Practice: People Involved

Service Innovation Team

Architects
Software developers
Business Consultants
Service Designers
Agile Practitioners
Senior Managers

Service Delivery Team

Process Consultants
Project Managers
Service Delivery Managers
Service Support and Operations
Service Managers

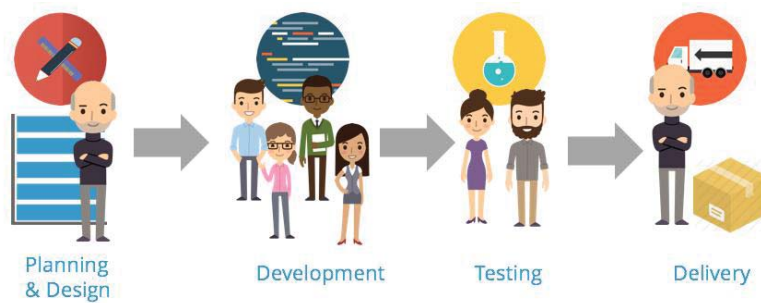
Service Automation Framework

Stakeholders in Service Automation

Service Innovation Team

Service Delivery Team

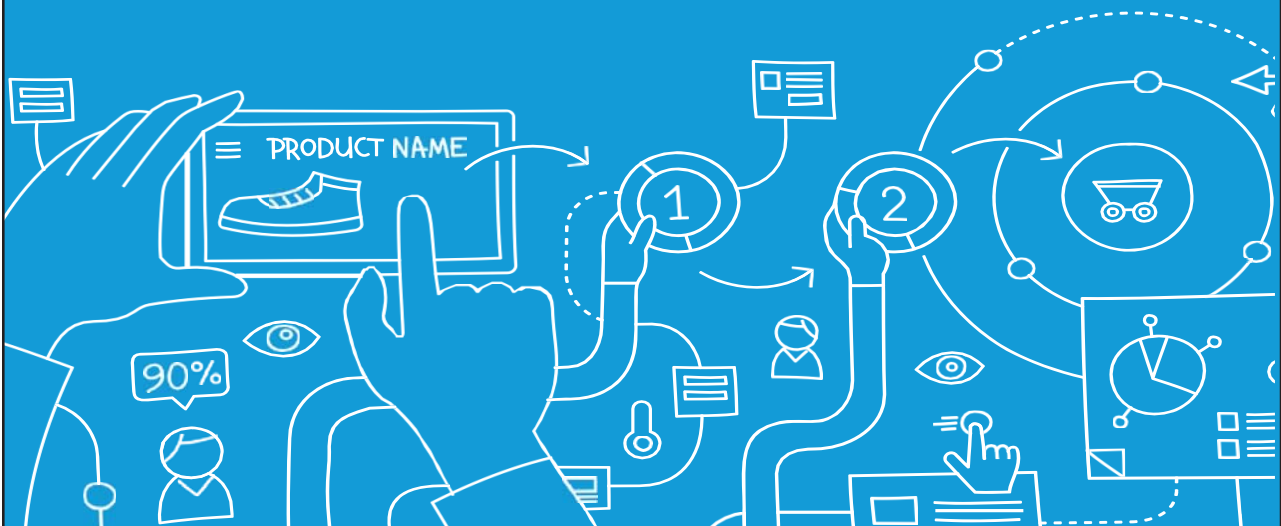
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31

Module 2 The User



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