Accelerating People, Process And Technology Towards A Connected Service Experience

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The three dimensions of People, Process, Technology (PPT) are the essential elements of process improvements. When ITIL launched in the 1980s, the PPT concept was a key part of it. As a quick reminder: People know what and how to perform task, processes, and activities. According to the American Society for Quality (ASQ), a process is "A set of interrelated work activities characterized by a set of specific inputs and value-added tasks that make up a procedure for a set of specific outputs. Technology addresses the tools and techniques used to communicate and to make work efficient.

We know from our Enterprise Service Management (ESM) research that the ESM investment priorities are around technology. That is probably mostly due to the fast pace of innovation and the pandemic. Resilient infrastructures, collaboration technologies and demands in online purchasing and services are just a few. On the people side, skill gaps plus the renowned Great Resignation and Great Retirement phenomena now present key challenges that must be taken into consideration. And last, the operating models within organizations are changing to reduce dependency on human operated manual processes and services.

IT teams have been leveraging IT Service Management (ITSM) and the supporting platforms to automate and improve services for their constituencies for many years. Leveraging the principles and technologies established during ITSM initiatives leveraged within IT, however, can also help the business functions adopt a service thinking.

From ITSM to ESM but don't stop there

Like IT service within ITSM, enterprise services (e.g., HR, legal, finance, logistics) must be automated to become more dynamic, with agility and flexibility built-in to support the unique characteristics of each business team. Welcome to Enterprise Service Management (ESM). ESMs leverages different capabilities to improve how individuals and teams across the organization develop, deliver, interact, and consume a variety of services across functional departments within an enterprise. Its goal is to improve business operations by increasing employee productivity and connecting different services for outcomes. See my previous blog on this topic.

Welcome to the next era of a connected service experience

But service automation should not stop with ESM. I believe that all services should be designed as micro-services to coexist within the larger enterprise operating model. The purpose is to leverage these microservices (no matter if IT or enterprise services) to establish a variety of connected services to create

connected experiences for employees, customers, and the broader ecosystem of an enterprise. The purpose is to achieve a connected service experience with the underlying automated, connected, and related workflows.

Connected service experiences are defined by their ability to leverage data from automated processes and self-learning software to effectively build and automate meaningful relationships with customers, employees, and other members of an enterprise's ecosystem. These experiences must be adaptable and feature seamless connectivity and collaboration to support users in achieving their objectives in a personalized way. Their design and implementation must be enabled for all members understanding how the process or value stream works and how it can be improved and connected. Think of a person being onboarded today within your company. Look at how the different departments of IT, HR, Finance, and the business team where the new employee will be working are connected (or not connected) to get the employee equipped and ready for the job.

The value of workflow automation lies in the outcome

The outcome of a connected service experience is to connect people, functions and different services or systems across the organization and its ecosystem for a joyful, productive, and quality experience. In the era of connected service experiences, the employee onboarding workflow will enable all business teams to work together to provide an integrated personalized onboarding journey for all employees leveraging a variety of microservice and the employees' details.

Happy to discuss the connected service experience further.

Thank you and stay connected.

Eveline Oehrlich