
Overview

This standard is about designing and developing specific services within the strategy for service provision and access, and determining how these services will be delivered cost effectively. It is also concerned with scoping and defining the services or mix of services required to meet the needs of specific customer groups with particular needs, e.g. services for students, researchers, business communities, children, disadvantaged groups, etc.

This standard is applicable to people in management and practitioner roles who contribute to the planning and design of services and who will be responsible for and/or actively engaged in service delivery and the definition of customer needs. It is also applicable, in part, to people in operational roles who can contribute to service design from the perspective of delivering front line services.

LSIILARF2v2 - SQA Unit Code HA5H 04

Develop service delivery plans

Performance criteria

You must be able to:

- P1 develop and deliver clear and measurable service provision plans for each service area
- P2 identify the market segments (specific customer groups) for which services may be relevant
- P3 work with a specific group of customers to determine the services they need
- P4 specify and design the service, using the expertise of colleagues and involving customers
- P5 assess the likely cost benefit of the service, including its anticipated value and impact and the cost of developing and sustaining the service
- P6 prioritise the need for a service
- P7 develop a plan for development and delivery of the service or cluster of services
- P8 develop a business case to secure approval to develop the service and to secure resources
- P9 ensure that the plan is executed to time and budget including testing the service
- P10 train those who will be involved in service delivery
- P11 capture experience with the service and monitor its use and effectiveness
- P12 report on the value of the service
- P13 review and enhance the service if appropriate

Knowledge and understanding

You need to know and understand:

- K1 how to identify specific customer groups for which services are relevant
- K2 how to determine organisational needs and the needs of customer groups for services (customer needs analysis, market research, and community profiling techniques)
- K3 user behaviour and its influence on service design
- K4 the range of potential services that are relevant to the needs of your customers
- K5 the tools and techniques that enable the provision of services
- K6 how to assess the potential value and impact of a proposed service and to undertake a cost benefit analysis
- K7 justifying and making a business case for a new service
- K8 project planning and management of a service development
- K9 how to assess the use and value of a service

Additional Information

Behaviours

1. You identify trends in services, processes and systems and judge their relevance and importance to your organisation and your services
2. You actively look for new and improved services that will deliver real value to your customers and to specific communities
3. You recognise the importance of fostering partnerships with specific communities as essential to the design, development and delivery of effective services
4. You seek to understand the various contexts which determine your customers' needs for services
5. You want to bring innovative thinking to service design

Links to other NOS

This standard has links with

MSC F9 – Building your organisation's understanding of its market and customers in the NOS for Management and Leadership, developed by the Management Standards Centre.

LSIILARF2v2 - SQA Unit Code HA5H 04

Develop service delivery plans

Developed by	Learning and Skills Improvement Service
Version number	1
Date approved	April 2008
Indicative review date	April 2010
Validity	Current
Status	Original
Originating organisation	Lifelong Learning UK
Original URN	LAISF2
Relevant occupations	Arts, Media and Publishing; Health, Public Services and Care; Public Services; Professional Occupations; Managers and Senior Officials; Research Professionals; Librarians and Related Professionals; Local Area Archives; Microfilm and Microfiche Technician; Publishing and information services; Education and training; Teaching and lecturing; Direct learning support; Teaching Professionals; Public Service Professionals; Government and Related Organisations; Records; Communications; General; Public Service and Other Associate Professional
Suite	Information and Library Services, Archive Services and Records Management
Key words	information, library, archive, knowledge, records management