

# Ten reasons to use a service list

A Service list provides a catalogue of the services that are delivered by an organisation. It is sometimes referred to as a Service Catalogue or a Product Catalogue. A Service defines what is delivered by one organisation, department or individual to another.



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A service list provides a standard way of referring to each service when communicating within and between organisations. It uses unique numeric identifiers for each service, irrespective of the language and naming conventions that are used by different people and organisations to identify or describe services. These common numeric service identifiers make it possible to share information about services, wherever it is gathered and to build up a collective intelligence about services and users.

## 1 Sharing resources, content and generic forms

Service information compiled by one organisation can be used by many others if the individual services are clearly referenced. As an example, cross-referencing against services enables the esd-toolkit to share FAQs that were developed for the Scottish Improvement Service with all 32 Scottish local authorities.

Service descriptions and the content of e-forms can be compiled by service and legal experts for sharing and, if necessary, customisation by local authorities. Machine readable content for each service can be read into e-forms software.

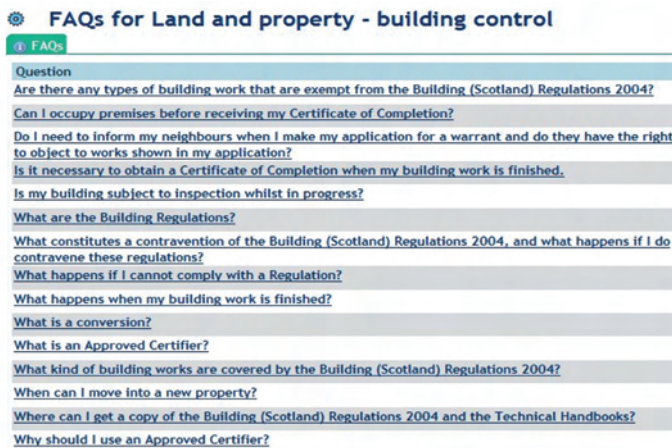


Figure 1

## 2 Defining relationships to other resources

From a service definition, you can identify and link to other types of information that assist in the delivery of a service. For each service, the esd-toolkit defines:

- The citizen or community needs that a service is designed to address
- The processes involved in service delivery
- The legal powers and duties under which the service is delivered
- Where a service might appear in a web site's navigation structure
- The channels through which a customer might access a service
- Where services records should be classified in a file plan (with associated retention guidance)
- The metrics by which service delivery might be measured
- The outcomes a service might improve

### 3 Customer insight – who are your customers?

By cross referencing customer transaction records with the unique numeric identifiers for each service, it is possible to build up customer profiles showing which types of people use a particular service.

Knowing the social and demographic characteristics of your customers helps you decide how to present services, what access channels (e.g. web, telephone, face to face) to enable and where the physical delivery of services should take place. (Figure 2a, b & c)

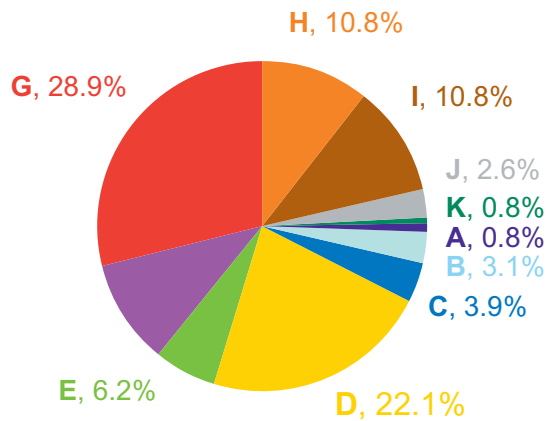


Figure 2a

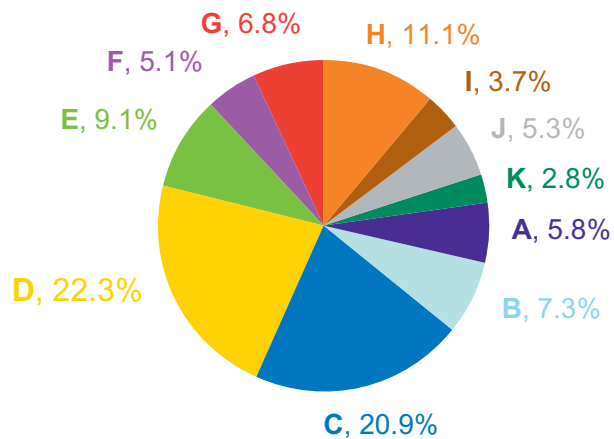


Figure 2b



Figure 2c

## 4 Customer insight – baskets of services

Services can be bundled together – perhaps according to the types of individuals that require them, or based upon eligibility, rather than requiring an individual to apply for each service separately.

For example, a customer service centre can say “Based upon your current income you are eligible for (service A) and you may also qualify for (service B) and (service C).



Figure 3

## 5 Social inclusion – targeting services

The link between services and the needs they are designed to address is important because it allows us to:

- target services where the need is greatest, and
- redesign services to improve their collective impact in addressing a need (rather than looking at each service in isolation)

## 6 Productivity – doing things just once

Local government exists to help deliver the most appropriate services for the needs and wishes of citizens in a locality. But services are often similar in many places, and what works well in one place can inform or guide others. Service lists help identify where another local authority has done something, and other authorities can then freely copy and use its information.



Figure 4

## 7 Information management

An information management system in which all information is related to a particular service helps keep an organisation service orientated. It can give officers confidence that records will be found even if departmental names and responsibilities change.

## 8 Information quality

Organisations (particularly local authorities) can compare their work with that of others if they have common service references. Officers can draw on the “best of breed” and can check the completeness of the information they provide to customers.

The Local Government Navigation List (in England) and the Scottish Navigation List put each service in a hierarchy suitable for web site interrogation. Individual local authorities use this to check all services relevant to them are included in their websites.

## 9 Analysis, costing and benchmarking

Public sector officers can compare their work with their peers in other organisations if services are consistently referenced. Such comparisons can help pin-point good practice (e.g. efficiencies leading to a low unit cost per service transaction). When combined with other information (e.g. demographic data) comparisons can show which factors affect the effective delivery of a service.

Standard definitions of services (by their component processes) allows for meaningful costing and comparison.

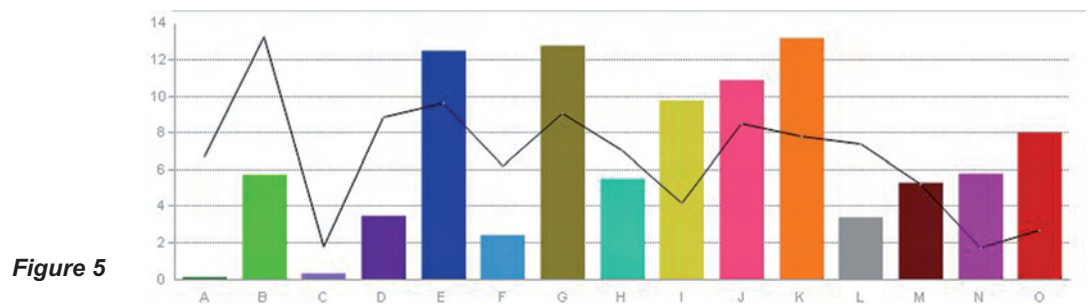


Figure 5

## 10 Partnership working

Service lists help identify where similar services are delivered by several public, private and voluntary organisations. These organisations can then combine resources and share responsibilities to improve outcomes in one area at lower cost.

## Further information

See also what is a service list, consult [esd-toolkit](#), its online forums and [Smart Cities briefing papers](#) for more information.

Enquiries can be sent to,

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