

## Course Overview

What drives service level agreements, operational level agreements, underpinning contracts, and support center processes? How can the support center communicate to customers that it is truly customer-focused and genuinely interested in putting the customer first?

A service catalog is critical to establishing what services the support center provides and who provides them. It helps establish and maintain customer expectations, and it guides the support team.

This course focuses on the concepts and principles of creating, implementing, and maintaining a service catalog. Walk away with the knowledge needed to build and publish a service catalog for the support organization.

## What You Will Learn

- ▶ The interdependencies between support center processes and the service catalog
- ▶ How to validate service demand
- ▶ The elements of the service catalog
- ▶ The importance of measuring service catalog performance
- ▶ The metrics and key performance indicators used to measure service catalog performance
- ▶ How the HDI Support Center Standard and HDI Support Center Maturity Model are used to evaluate service catalog effectiveness
- ▶ How to implement the service catalog
- ▶ How to use key performance indicator data to evaluate the service catalog performance
- ▶ How to maintain the service catalog
- ▶ How to report service catalog performance

## Who Should Attend

- Anyone who wants to gain a thorough understanding of the service catalog and learn how to develop and publish service catalogs for their organizations

## Course Prices



**Public Classroom Training:** *Interactive one-day course among peers.*

**Member Price: \$645 / Price: \$695**



**Virtual Classroom Training:** *Three two-hour sessions of live, instructor-led training delivered over the Internet.*

**Member Price: \$645 / Price: \$695**



**Onsite Training:** *A one-day course conducted at your company's site.*

**Call 800.248.5667 for pricing.**

## Register

**Call:** 800.248.5667 **Visit:** [www.ThinkHDI.com/BSC](http://www.ThinkHDI.com/BSC)

All HDI Courses include  
a free subscription to the  
HDI Industry Insider

# Course Outline

## Building Your Service Catalog

### *Unit 1: Introduction to the Service Catalog*

- ▶ Service Industry Catalogs
- ▶ Introduction to the Service Catalog
- ▶ Why Have a Service Catalog

### *Unit 2: The Support Center and the Service Catalog*

- ▶ Service Portfolio and the Service Catalog
- ▶ The Service Catalog
- ▶ Benefits and Critical Success Factors

### *Unit 3: Planning and Design*

- ▶ Linkage Between Service Portfolio Management and Service Catalog Management
- ▶ Roles, Responsibilities, and Relationships
- ▶ Development Lifecycle Overview
- ▶ Planning and Design Activities

### *Unit 4: Development*

- ▶ Development Lifecycle Overview
- ▶ Development Activities

### *Unit 5: Release and Deployment*

- ▶ Release and Deployment Overview
- ▶ Implementation
- ▶ Marketing

### *Unit 6: Operations*

- ▶ Operations Overview
- ▶ Measure and Evaluate
- ▶ Reporting
- ▶ Continuous Service Improvement and Maintenance

Official curriculum of HDI.

HDI's official curriculum addresses the needs of support professionals throughout their careers and the various maturity levels of their support operations. It presents the business processes and soft skills required to increase productivity, profitability, and improve customer satisfaction.

121 South Tejon Street, Suite 1100  
Colorado Springs, CO 80903  
800.248.5667 | Fax: 719.268.0184  
[www.ThinkHDI.com](http://www.ThinkHDI.com)

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