

TAKE A STRUCTURED APPROACH TO SERVICE DESIGN

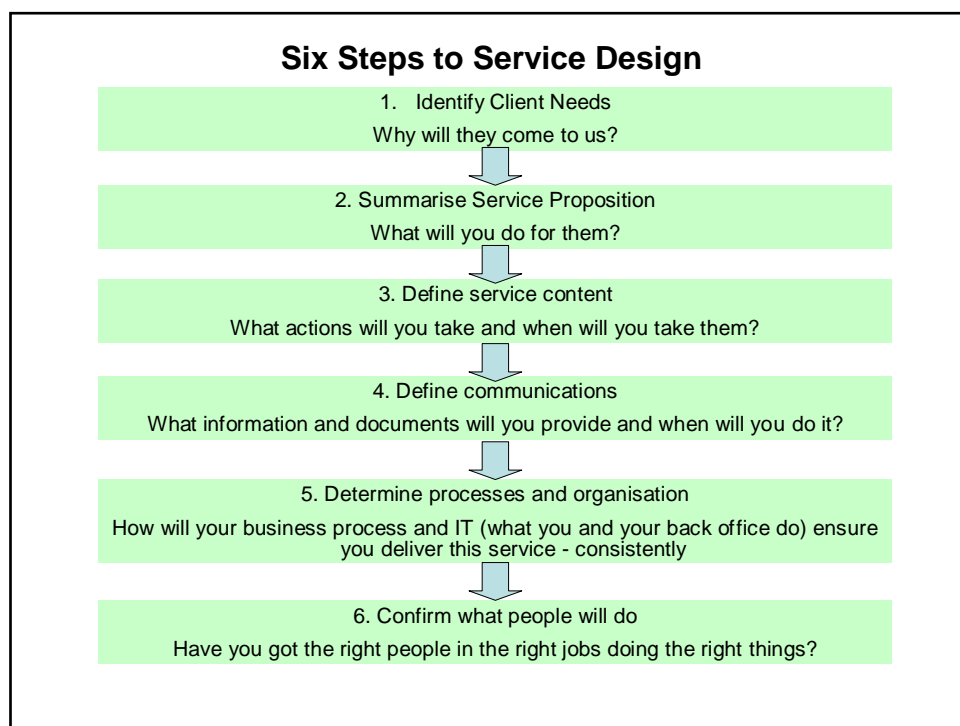
David Shelton

Independent Consultant and author of “The Business of Advice”

The need for clarity of service and pricing is an essential outcome of the Retail Distribution Review (RDR) and Treating Customers Fairly (TCF) and is also good business practice.

Service design is about detail and most re-design projects take up to 12 months from first meeting to initial pilot.

The following chart summarises a well-tested process for service design that begins and ends with people. Clients are at the beginning and the people in the business are at the end.



Begin with **client needs** and a clear description of what your clients require and what benefits you bring to them.

You can then summarise your **proposition**. This is something many advisers do toward the end of their first meeting with a client. "So, in summary we will undertake a detailed review of your affairs, analyse where you stand now

against where you want to be, and then work out a plan with clear steps and reviews along the way."

Service content is the specific activities you will undertake and is often the point where advisers use the three tier categorisation. Typically 20% of clients are in the top tier, 60% in the middle and the rest are transactional. The alternative is to bespoke for each client.

Communications includes everything that clients will receive, regardless of format. This ranges from newsletters and reports through to hard copy and web-based materials.

Finally you need to ensure that your back office **processes** and software are **organised** in a way that supports service delivery. This links directly with the jobs **people** do and how well trained and organised they are. It includes everyone in business: advisers, technical support and administrators.

You can find out much more about this and other ways to develop your business at www.stokebishopassociates.com and www.businessofadvice.co.uk



David Shelton is a delivery partner of Adviser Home

