7 Steps to Creating an Effective ITSM Service Catalog

Is a Service Catalog a "must have" or a "nice-to-have"? A Service Catalog documents every service you provide and builds contracts with your customers. It's a fundamental part of service delivery. This Infographic shows all of the key steps you must take and the obstacles you may face in creating and managing an effective Service Catalog. END ****** **OBSTACLE:** STEP 6B Not a customer-friendly Produce a **STEP** 7 document Review Market it to Technical View Work with your the Service vour business Service marketing team Include Catalog in line customers Catalog Agree the process information with OLAs and 1 brief and to to review and relevant to IT SLAs the point update the and service Service Cataloo providers Outline the change 1 management process STEP 6A Include key details about Produce a the product/ Customer View service Service OBSTACLE Back up this Catalog Explain why the Highlight Objections to decision with information service cannot service evidence Retire a service elevant to the retirement be met. based on feedback business from support services. 6 **STEP 4** STEP 5 Which IT Identify the 1st, service owner 2nd and 3rd levels Establish who Review manages the of support. List supports each supporting Specify the service? the support service and which services and levels Service Catalog provided Add-in any costs team(s) provides of support issue date and for a service support. provided. updated dates and/or service delivery. **OBSTACLE:** What do you OBSTACLE: mean "cost"? Consensus not gained. **STEP 3** Set-up workshops. Get a Group l ist the view of required Define **OBSTACLE**: services into support per support services in Too much Gain Service service available "techy" talk business consensus Categories terms from service users Speak with 1st. 2nd and 3rd line support. Monitor Achieve and manage "buy-in" from Make **STEP 2** customer senior staff and stakeholders expectations service delivery aware of intentions What can IT teams and desired provide? What Know why a Consider results does IT provide? Service Catalog absolutely What's in scope is crucial. everything. Select the right team to create the Service Catalog. **OBSTACLE: START** STEP 1 Buy in not as Leave IERWELI expected. Set up nothing to meetings and chance SOFTWARE resolve issues.

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