



Communicating **IT Solutions** to Expand Stakeholder Self-Service

A Guide to Developing IT Service Catalogs and Capturing
Service-Specific Performance Metrics

Communicate IT Services to End-Users

Articulate Use-Cases for Tools and Services and Prerequisites for Access

How to Use This Guide

In recent research conducted on IT governance, IT Forum researchers identified user-first service catalogs as a way to increase the number of stakeholders accessing available IT solutions, without increasing the number of triage requests for low-level support. Moreover, tracking utilization and satisfaction with IT tools and services listed in the catalog can help prioritize future investments and improve service to campus.

This guide walks IT staff through the process of creating or updating your institution's service catalog with the goals of improving communication with non-technical stakeholders, and gathering information about service-related metrics.

Three Worksheets to Support Service Catalog Creation and Updates



Audit IT Solutions

What IT Solutions are Available to Stakeholders?

A worksheet that IT staff can complete to help IT leaders identify what services each IT unit or division on campus currently offers, and the urgency related to that service



Describe Solutions in Layman's Terms

Does Campus Know What We Offer, and How to Access It?

A worksheet that IT staff can complete to describe the tool or solution they offer, the requirements to access the service, and the contact information for reaching those who deliver or support the solution



Assess Service Provision to Campus

Are We Meeting Campus Expectations for Service Support?

A worksheet for IT staff to complete that collects information on performance metrics related to each solution they support, which may inform the development of an service level agreement (SLA) or changes to the solution to increase stakeholder satisfaction

Service Catalog Design

Part I: Listing and Organizing IT Services

Mapping IT Services to Constituents and Categories

Directions: To create a IT service catalog that will best facilitate end-user self-service, each office within the IT department must document the services they offer. The information in this section of the worksheet will facilitate discussion around services to include in the service catalog, and how to organize those services.

IT Office

Service Name

(Think about naming services in a way that is intuitive to users – when possible, focus on the user's goal, rather than the specific technology)

Service End-Users

(i.e., faculty, students, alumni, staff in specific administrative units)

Please Indicate Whether

Users of the service are high-profile (i.e., department chair or above, director or above)

Does the service enable a highly visible University function (e.g., website)

Does the service affect campus safety?

Does the service affect an essential university function (e.g., processing payroll)?

Part II: Service Descriptions

Describing IT Services to End-Users

Directions: Each service in the service catalog will have a standardized description to inform users about the service and set expectations for interactions with IT staff related to the service. IT service providers should complete the sections below, and ensure that the information is articulated in a way that non-technical community members can understand, and that encourage self-service when possible.

We recommend reviewing the University of Virginia's [ITS Services Catalog](#) as an example.

Service Name

(Please include the same name as on the previous page)

Service Overview

(This will be the language that appears in the service catalog; it should be something that an end-user can clearly identify as the solution to their problem, with limited technical language that could be a barrier to service)

Available To

(Include an exhaustive list of end-users, so that a person reviewing the service would know whether it applies to them)

Part II: Service Descriptions

Describing IT Services to End-Users

Requirements for Service

(If a community member needs to provide additional information (e.g., campus ID, an existing account with the service, a license) please list that here)

Fee

(Indicate any costs to users associated with the service)

How to Get the Service

(Lists steps that users must take to access this service, including links to specific webpages for self-service or accounts to email for access)

Service Home Page

(Include the page users can access to learn more about the service at our institution)

Service Owner

(Department name and contact information for unit responsible for questions related to the service)

Part III: SLAs (Service Level Agreements)

Setting Expectations for Users

Directions: Service catalogs that appropriately set user expectations for service availability and delivery are best positioned to help IT prioritize their work and respond to user feedback. In this section, IT staff should include information on existing departmental data related to service provision, to help determine appropriate baseline standards.

We expect that the process to develop KPIs and SLAs will be iterative, and that the first version of our published service catalog may not include these elements.

What is Current Response Time for Requests for this Service

(Response time is the time from when a user indicates interest in a service or submits a request to the time they hear back from the service owner)

What is Current Resolution Time for Requests for this Service

(Resolution time is the time from when a user indicates interest in a service or submits a request to the time they get access to the service, or receive notification that they cannot access the service)

What is Target Response Time for Requests for this Service

(Target response times should indicate the unit's standard baseline)

What is Target Resolution Time for Requests for this Service

(Target resolution times should indicate the unit's standard baseline)

What Percentage of Responses Meet or Exceed Target Response Time

What Percentage of Resolutions Meet or Exceed Target Resolution Time

What is User Feedback on Current Response/ Resolution Time

(Please include any survey feedback or qualitative comments)

Part III: SLAs (Service Level Agreements)

Setting Expectations for Users

What is User Feedback on Current Service Offering

(Please include any survey feedback or qualitative comments)

If Any of the Above Metrics are Unavailable, Please Outline a Process to Gather Them

(IT leadership will work with any groups that are not currently collecting metrics to begin that process, so that they can evaluate what KPIs are most indicative of performance, and determine baseline standards to include in SLAs)

Is There any Additional Functionality or Related Services that Users Request, and if so, What

What Factors Impact Timeliness and Quality of Service Offerings

(e.g., are some services only available at certain times of year, does reliance on external vendors or the need to order additional parts extend timelines)

Describe the Process for Users to Escalate Unresolved Requests or Questions

(If a user is unable to successfully access self-service solutions, what is the process to request additional assistance; what are the feedback mechanisms for users)