

PSM – Workshop
Workshop #3 – Services Measurement
July 27, 2010

Discussion of workshop scope. Decision: IT Domain

- Elaboration of Issues Associated with Measurement for Services
 - Lack of insight (e.g., s/w maint that's LOE)
 - Reasons for lack of insight
 - What are the real issues?
 - Measures for future estimates
 - Lack of use of measures even if they were at hand
 - Relationships of service measures to product measures
 - Computing value for the service
 - Measurement of knowledge transfer into the acquiring entity
 - How to measure pure consultation service
 - How to measure reputation of high end service providers
 - What are customer responsibilities?

Discussion of Performance Work Statement (PWS)

Cannot treat all services the same e.g., help desk staff vs innovation consultancy

Customer satisfaction is not necessarily a good thing – although personal relationships, trust, confidence are often the basis for science & technology contracts

Is it better to consider how we make the customer more effective?

Measurement Information

1) Time Dependent with Product

- Things you can count

2) Consulting/Knowledge

- Reach/Richness
- Business Knowledge
- Domain Expertise (reputation based on anecdotal information)

3) Knowledge Transfer

- Hold 15 (?) hours training (on identified subject matter) to facilitate knowledge transfer of the subject matter (identified in the statement of work) monthly (output)

- Company team member can perform duties that are provided by the vendor within 6 (?) months (outcome)

Value is a function of:

Capability

Availability

Coverage

Convenience

ICM areas that may work for Services:

Cost & Resources

Productivity & Quality

Process Performance