

# Service Management For The Digital Age

The VeriSM™ model puts digital thinking first allowing you to deliver the right product or service at the right time



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Figure 18 The VeriSM Model

Source: VeriSM™ - A service management approach for the digital age

## Subjects Covered



Service Culture



People and the organization structure



The VeriSM™ model



Progressive practices



Innovative technologies



Getting started

## Who is it for?

**VeriSM™ is suitable for professionals who are new to service management as well as those already working in a service management environment.**

### For Organizations

- Create an outward looking service culture which puts the customer first.
- Tailor existing best practice frameworks in your business and align them to make your organization think business first.
- Remove barriers across the business and use one single language.
- Enable departments to work towards a shared vision and goal.
- Reduce the time it takes to bring products/services to market.

### For Teams

- Develop a digitally native, data driven and agile approach.
- Focus on service delivery based on customer experience.
- Create a joined-up approach which spans time zones, languages, generations and cultures.
- Improve team satisfaction by focusing on work aligned to organizational goals.

### For Individuals

- Drive internal engagement to make changes that matter to the customer.
- Prove to employers and colleagues that your skills are up to date.
- VeriSM™ is a globally recognised certification.
- Digital awareness and a business first mind-set are highly sought after skills.
- Employers are actively seeking to recruit individuals who can demonstrate they can add value to their business.

## Certification modules

1



2



3



## How to become certified

Find an accredited training organization at:

[www.apmg-international.com/verism](http://www.apmg-international.com/verism)



SERVICE PROFESSIONALS



IT PROFESSIONALS



COMPANY EXECUTIVES



LINE MANAGERS