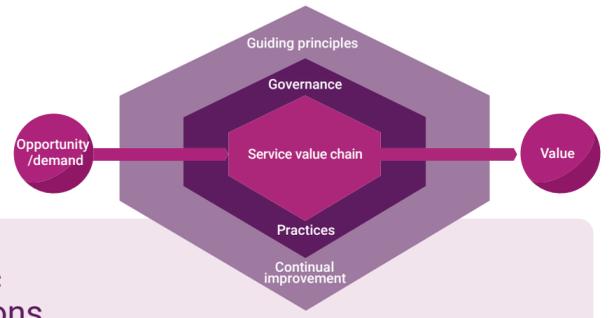


Applying the service value system (SVS)



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The ITIL 4 service value system provides a holistic frame of reference for how an organization functions.

The Board of Directors has identified an opportunity for Axle Car Hire to make its fleet of vehicles available to front-line workers.

Axle Car Hire has brokered a partnership with access to a government grant to provide vehicles free of charge and running costs during the current COVID-19 global crisis.

Here we look at deconstructing the SVS to understand how my new team "Axle Available" will facilitate value co-creation.

The team have recently been mobilized to deliver to the Board's recent directive.



The nucleus of the service value system

The nucleus of the SVS is composed of three components. They provide the means by which an organization responds to opportunities or demand in the co-creation of value.



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Opportunity or demand

The Board of Directors has identified an opportunity. Organizations often create opportunities – for example, there is no demand from nurses to receive free car hire. Axle Car Hire is creating this opportunity (the demand will follow).

Service Value Chain

In this component we identify the key activities required to create value in response to our opportunity.

For example, the value chain helped my team to identify the following value streams:

- collect and return vehicles
- drop off vehicle's to nurses
- refit Axle's fleet of trucks to adhere to social distancing guidelines.

Value

The value that Axle Car Hire will be co-creating is providing convenience and safety to front-line workers during the COVID-19 outbreak.

The encompassing components

The nucleus of the SVS is encompassed in four components. Any organization must know how to work together, have a governing body, understand what and how they deliver and improve services.

Guiding principles

The guiding principles are designed to influence decisions and actions within an organization.

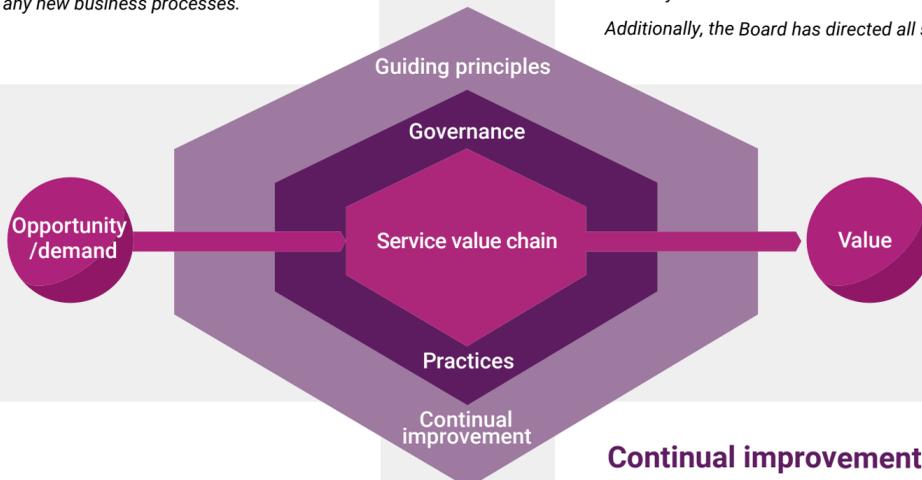
For example, we will not be adopting 'the optimize and automate' guiding principle. Any automation would derive little value – we can utilize idle staff to manually perform any new business processes.

Governance

Axle's Board of Directors has provided common directions, policies and rules that the "Axle Available" team must observe.

For example, staff cannot disclose any personal or medical information about our customers and end users, nurses, doctors, patients, etc, as we routinely do.

Additionally, the Board has directed all staff to work from home.



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Practices

This component of the service value system is like a toolbox. When we are creating value, we select which "tools" – for example, practices – we need to support and enable the co-delivery of value.

For example, for our value stream: "drop off vehicles to medical staff". We would call on our toolbox and select the following practices: service request management, configuration management, and service desk.

Continual improvement

Even if things are going well for the "Axle Available" team, there are always ways to work smarter – not harder. By referencing ITIL's continual improvement model, the team will be able to eliminate waste and further increase customer satisfaction.

Axle Car Hire will ask our internal continual improvement team to work with the "Axle Available" team to hold regular reviews to ensure the service is delivering against its objectives.