



Service Management and Emergency Services

INCIDENT Priority Zero – Life in imminent danger!

Hopefully you never have one of these. However, there are services where this is a daily occurrence.

One of the greatest examples of solid service management practices is performed every day by the emergency services our very lives depend on.

Our emergency services – Police, Fire, SES, ambulance, military – all maintain a deep knowledge of the services they deliver, and the customers they deliver to.

These services extend well beyond the obvious ones.

Emergency service organisations must manage a catalogue of all of their services, properly prioritised, to maximise their effectiveness in the community. They must know the demand and capacity of each of their services, and how to switch resources at a moment's notice.

They must manage their limited resources, especially **Human Resources**. All staff and volunteers involved must be managed for their greater engagement. They must be trained, instructed and led so as to be at their premium performance level, at all times. They must recruit the right type of person, that will reflect the future demands of the services. Attract the staff that suit the organisation you will become.

All emergency service organisations **engage** with their clients (governments and councils) and customers (the public). This is to build greater, two-way awareness. The service provider must understand the needs of the community, and the community needs to understand how best to work with these authorities.

Emergency services follow the service value stream of

- Plan – what should the service do, how, and what are the parameters?
- Improve – where are we now, where do we want to be and how do we get there?
- Engage – with all relevant stakeholders. They are the ones that can tell us what real value means to them.
- Design and Transition – how will we deliver the enhancement. This includes all aspects including OCM, testing, security, release, utility and warranty.

- Obtain or Build – make it happen, ideally as designed, but remaining flexible to the lessons we learn along the way, and
- Deliver and Support – make the new or enhanced Product or Service available to the customer. There is NO value in any enhancement until the customer starts actually using it.

You may not be in the emergency services business, however there are some important lessons your organisation can learn from those that are.

No matter what service you provide, there must be one point in your procedures, where you need Emergency Services. Make sure that you engage with the local police, fire and ambulance, so you and all of your staff, know when and how to get them involved.

And for those incidents that are less than a Priority Zero, and the services that your organisation provides, have the practices that will optimise your performance. Maximise your customers' positive experience, while reducing the cost of service provision.

The returns are not just financial, but you will see it is a greater company morale, improved reputation, easier attraction and maintaining of good people, positive media coverage, and a lot more.

There are no services that could not benefit from a Service Management review.

Think about it. Do something about it. NOW!