

## Overview

This standard is about maintaining digital service quality.

Service delivery involves responsibility for maintaining the quality of end-to-end digital services delivered across digital delivery channels. This includes ensuring that digital services meet user expectations and deliver organisational value. This also includes implementing quality monitoring metrics, and leading quality improvement initiatives aimed at enhancing user satisfaction.

This standard is for those who need to maintain digital service quality as part of their duties.

## Performance criteria

### *You must be able to:*

1. Monitor service quality metrics and key performance indicators (KPIs) to benchmark digital service performance in line with organisational quality standards
2. Evaluate service processes to identify quality issues and opportunities for service improvements
3. Identify and resolve service quality issues to minimise disruption to users
4. Perform service quality assurance audits to assess compliance with standards and best practices
5. Lead initiatives aimed at enhancing service quality through the integration of advanced technology solutions
6. Revise service delivery strategies in response to changing stakeholder needs, industry trends, and technological advancements
7. Communicate service quality metrics in line with stakeholders' needs
8. Produce reports to effectively communicate service performance to stakeholders

## Knowledge and understanding

### *You need to know and understand:*

1. The fundamental concepts and principles of digital service quality management
2. Industry-standard service quality benchmarks and standards used to guide service performance evaluation
3. How to evaluate service processes to determine their quality characteristics and identify opportunities for improvement
4. Quality management systems (QMS) and their application in service-oriented environments
5. How to strategically select and implement metrics and Key Performance Indicators (KPIs) for measuring and benchmarking service quality
6. How to apply root cause analysis techniques to identify the underlying causes of service quality issues
7. The steps involved in managing and mitigating service disruptions and how to apply them
8. How to establish processes for monitoring digital service quality
9. The importance of reviewing service delivery processes to maintain quality across digital service platforms
10. The advanced technology solutions that can contribute to service quality improvement, including automation, AI, and analytics
11. Regulatory requirements and compliance standards used for maintaining service operation compliance
12. How to adapt service strategies to align with evolving customer needs
13. The role of data analytics and visualisation techniques used to inform service quality decision-making
14. How to develop documentation and reports on service quality metrics, issues and emerging trends
15. The significance of tailoring presentations and communications to suit the specific needs and preferences of diverse audiences

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