



WMO Strategy for Service Delivery

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WMO and Service Delivery

- **Service Delivery:**
- **# 1** Strategic Thrust in WMO Strategic Plan (2012-2015)
- Importance is recognized by Congress, EC, CBS and other TCs, Various EC Working Groups

Reasons for the Strategy

- WMO provides international coordination and sets standards for WCW-related products
- WMO also provides guidance for SD (e.g. PWS guides)
- Good examples in SD
- Some NMHSs have achieved great success in SD
- This work is fully acknowledged

But.....

- A WMO Strategy for SD is required to provide more **uniform and structured** approach for WMO on service development and delivery applicable to all WCW information



Background and Process

- EC WG on DRR and SD: TOR to prepare a “WMO Strategy for Service Delivery”
- PWS Programme tasked with leading development of outline
- Presented to EC-XLII (2010)
- EC expressed support for the document as “Guiding Principles”
- EC decided that it should be presented to Congress for approval

Continued Development

- SG decided to use the Guiding Principles as basis to develop a WMO Strategy for SD
- Consultant engaged
- Inputs from all WMO Programmes gathered
- Outline developed into first draft

Progress

- New draft presented to and supported by WMO Bureau
- Circulated to PTC, PRA, Secretariat programmes for further input
- Process ensured full representation across WMO
- Finalized draft for submission to Cg-XVI

Service Delivery Guiding Principle

Effective service delivery is about providing the services that the users actually use because it meets their needs.



WMO Service Delivery Strategy

Broad yet flexible to serve as:

High-level guidance for developing more detailed methods and tools for better integrating users into the service delivery process.

WMO Service Delivery Strategy

Service Delivery: The continuous process of developing and delivering user-focused services, defined by

- user engagement,
- service design and development,
- delivering the service, and
- evaluation and improvement. OR

Providing people what they need when they need it.

WMO Service Delivery Strategy

Effective services possess the following attributes:

- **Available**: at time and space scales that the user needs;
- **Dependable**: delivered regularly and on time;
- **Usable**: presented in user specific formats understandable to the client;
- **Authentic**: accepted by stakeholders in the given decision contexts;
- **Responsive and flexible**: to the evolving user needs;
- **Sustainable**: affordable and consistent over time; and
- **Expandable**: to be applicable to different kinds of services

Service Delivery

While best practices for service delivery exist around the globe, generally speaking the current focus has been on producing a product rather than a service culture based on user needs and demands

Ideally a move from:

1. **Product**-focused
2. Which products are needed; acted upon; or whether user needs are satisfied: **ambiguous**
3. How user is applying information; what problems must be solved; or what decisions must be made: **knowledge gap**
4. How products contribute to larger social or economic benefits: **ambiguous**
5. Mechanisms in place to measure performance, gather user feedback, and respond: **insufficient**
6. Response to evolving needs or new demands: **slow**
7. Providers, partners not in complete **alignment** to deliver what user needs
8. Research and development without sufficient consultation with users; **driven by product developers**

To:

1. Culture of **Service** based on quality products - focus on the user
2. User-focused service delivery: services delivered with clear **fit for purpose**
3. Focus on **understanding** the users needs, decisions, risks and impacts and how weather, water, climate, or environmental information can benefit the users
4. Value of products and services to society **known**
5. **Routine methods** to measure, evaluate, and improve services
6. **More flexible** to respond to changing demands due to frequent user engagement
7. Providers, partners contribute to **“fit for purpose”**
8. Research & development **aligned** with user demands

What Has to Change?

Service Delivery Process

Culture

Workforce Skills & Capabilities

Service Delivery

- For WMO
 - Role of Secretariat in Service Delivery is partner, coordinator, facilitator through programmes
 - Role of Members (NMHSs) is provider
- Purpose is to develop a service delivery foundation, adaptable to fit different needs in the provision of user-focused weather, climate, water and environmental services

Strategy Elements

1. Evaluating User Needs and Decisions.

- What do you do?
- How do you do it?
- What are your goals and how can we contribute?
- How do you use our services?
- How can we make it work better?
- What types of decisions do you have to make?
- What would help you make better decisions?
- How do you measure success?

Strategy Elements

2. Linking Service Design and Development to User Needs.

Building knowledge of users is a futile exercise if such knowledge is not integrated into the design, development and delivery of services.

Strategy Elements

3. Evaluate and Monitor Service Performance and Outcomes

- Develop processes and tools to measure performance
- Act upon the results to continuously make improvements.
- Performance measurement should also measure the value or benefit in terms of societal or economic outcomes.



Strategy Elements

4. Sustain Improved Service Delivery

- Service delivery should continuously evolve
- User demands and changing external drivers, such as new technologies or science advancements, changing users, and evolving user needs and capacities.



Strategy Elements

5. Develop Skills Needed to Sustain Service Delivery

- Identify the necessary skills to sustain the service
- Conduct a gap analysis to discover what skills are lacking and how those gaps can be bridged
- Commit to the training needed to bridge the gaps.



Strategy Elements

6. Share Best Practices and Knowledge

An important cross-cutting element of the strategy that will enable a service-oriented culture is sharing and applying best practices and knowledge across the WMO





Thank You
Questions?