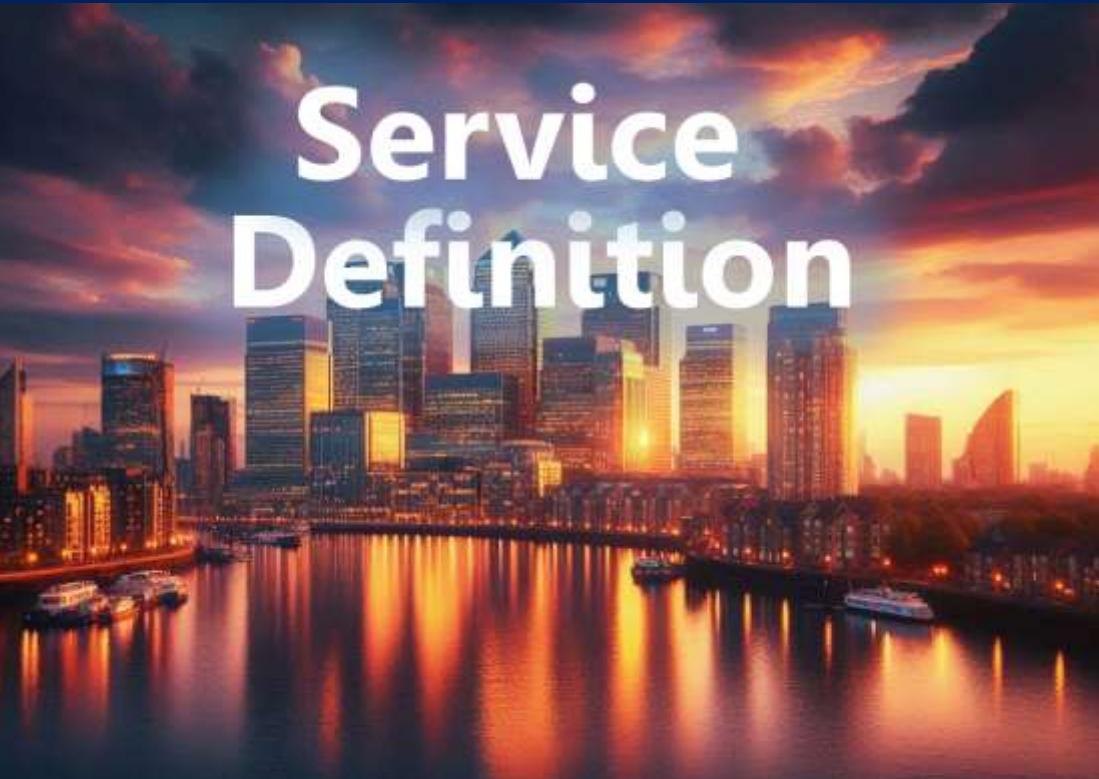




BENTLEY MOORE EXECUTIVE

Service Definition



Service Definition Consulting Services

Introduction

At the heart of every successful organisation lies a clear and structured understanding of the services it provides, what they are, how they are designed, structured and delivered and how they generate value.

Service Definition is the discipline of articulating what a business offers, the mechanisms required to deliver those offerings, and the supporting operational, financial, and commercial structures that enable sustainable delivery.

Despite its importance, Service Definition is often overlooked or underdeveloped, leaving businesses exposed to inefficiency, inconsistency, and operational risk.

Without a well-defined service model, even the most innovative business concepts can falter when transitioning from idea to execution.

At Bentley Moore Executive, we help organisations define, structure, and optimise their services so that every offering is clearly understood, costed, deliverable, and commercially viable.

The Challenge

Whether launching a new venture or expanding an established business, defining services correctly is one of the most complex and critical tasks an organisation faces.

A poorly defined service model leads to confusion, duplication, unclear accountabilities, misaligned processes, and ultimately financial loss.

The challenge lies in balancing strategic vision with operational practicality — ensuring that services are both market-ready and operationally deliverable.

For Product or Goods-Based Businesses

Supplying goods introduces a chain of dependencies, creation or procurement, storage, logistics, digital sales channels, payment systems, and after-sales management.

Key considerations include:

- Supplier relationships and upstream logistics.
- Inventory management and fulfilment systems.
- Digital presence and payment gateways.
- Customer returns, refunds, and quality control.
- Cash flow and operational cost modelling.

Each component must be defined, mapped, and costed long before the first sale is made.

For Service-Based Businesses

For those offering consulting, professional, or technical services, the definition process involves a different set of challenges:

- Defining service scope, value proposition, and delivery model.

- Establishing pricing, cost recovery, and margin controls.
- Identifying and securing the right mix of resources (permanent, contract, or partner-based).
- Managing dependencies such as insurances, legal structures, and compliance.
- Ensuring capability to deliver consistently at scale.

In both models, failure to define the service accurately can undermine the business model, create customer dissatisfaction, or expose the organisation to unnecessary risk.

Why Service Definition Matters

Service Definition underpins every aspect of business operation, including:

- Strategic planning and investment decision-making.
- Commercial modelling and pricing strategy.
- Organisational design and workforce planning.
- Technology enablement and process automation.
- Marketing and client engagement.

A well-defined service is one that is:

- **Clearly articulated** – internally and externally.
- **Operationally executable** – with defined resources, processes, and governance.
- **Commercially sustainable** – delivering consistent value and profit.
- **Scalable and adaptable** – capable of evolving with business growth and market change.

Without this clarity, businesses risk inefficiency, duplication, and misaligned delivery, often realising only a fraction of their potential.

Our Service Definition Consulting Services

We provide specialist Service Definition Consulting Services to help organisations translate business vision into structured, deliverable, and commercially aligned services.

Our consultants combine strategy, operations, and delivery expertise to ensure that every defined service is viable, efficient, and aligned with business objectives.

Our Approach Includes:

1. Service Discovery and Analysis

- Assessing existing or proposed services and identifying interdependencies.
- Reviewing current delivery models, processes, and customer expectations.
- Clarifying objectives, outcomes, and business value drivers.

2. Service Design and Modelling

- Defining the structure, scope, and components of each service.
- Establishing pricing and cost models, including margin and revenue projections.
- Mapping delivery processes and resourcing requirements.
- Identifying enabling technologies, tools, and governance structures.

3. Operational Definition and Enablement

- Documenting delivery processes, SLAs, and performance measures.
- Aligning supporting functions (finance, HR, IT, procurement, etc.) to service needs.
- Ensuring compliance, liability cover, and contractual readiness.

4. Implementation and Continuous Refinement

- Supporting rollout and change management.
- Embedding continuous service improvement (CSI) mechanisms.
- Establishing governance and feedback loops to sustain performance and adaptability.

Outcomes and Value

Our Service Definition Consulting Services enable businesses to:

- **Translate ideas into structured, operationally viable offerings.**
- **Optimise costs and resource allocation** across service delivery functions.
- **Establish clarity and accountability** across teams and business units.
- **Improve customer experience** through consistency and reliability.
- **Enhance scalability and agility** to support future growth.
- **Strengthen profitability and sustainability** through well-modelled service economics.

Our work transforms undefined or loosely articulated offerings into **coherent, value-driven services** that drive both commercial and operational success.

About Bentley Moore Executive

We are Bentley Moore Executive, a London-based consultancy providing Service Definition and Business Design Consulting Services across all sectors.

Our consultants have extensive experience defining, structuring, and optimising services for businesses ranging from start-ups to global enterprises.

We bring clarity to complexity, turning ideas into executable, measurable service offerings that align strategy, operations, and value creation.

Contact Us

To discuss your service definition needs or how Bentley Moore Executive can help your organisation structure its service portfolio for success:

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Our Services



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