



World Meteorological Organization

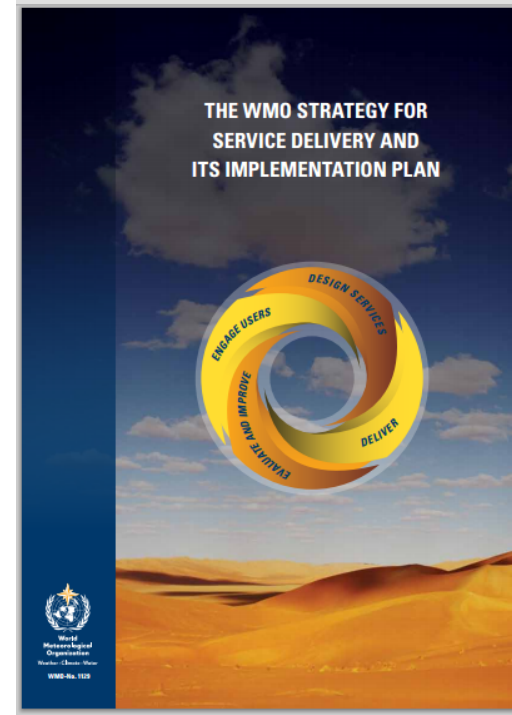
Weather • Climate • Water

Coordination and Collaboration with Partners, users and Stakeholders

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Summary

- Evaluate User Needs and Decisions
- Link Service Development and Delivery to User Needs
- Evaluate and Monitor Service Performance and Outcomes
- Sustain Improved Service Delivery
- Develop Skills Needed to Sustain Service Delivery



Reference: The WMO Strategy for Service Delivery and Its Implementation Plan at: http://www.wmo.int/pages/prog/amp/pwsp/documents/WMO-SSD-1129_en.pdf



Identify Users

- Users take many forms: general public, government ministries, disaster management, agriculture, transportation, health, tourism etc
- Intermediaries e.g. media who further develop products and services for end-users.



Evaluate User Needs and Decisions

- Typical questions to ask of any user or customer are:
- What is your mission?
- How do you operate?
- 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?
- User needs evaluation is a continuous requirement



Mechanisms to engage users

- Interactions may be formal or informal, in-person or virtual, and may occur through user forums, focus groups, workshops, meetings, conferences, surveys, correspondence, or face-to-face with individual users



Evaluating user needs

- Evaluate user needs collaboratively with users, providers, and partners to acknowledge the following:
 - Current and evolving user needs
 - NMHSs capabilities, including strengths and limitations
 - What services will be provided and how
 - How services will be used
 - Expectations of acceptable outcomes and NMHS' s performance and
 - Acceptable cost
- Draw a formal agreement such as a Service Level Agreement (SLA)



TEMPLATE FOR BASIC COMPONENTS OF A SERVICE LEVEL AGREEMENT

- **ARTICLE I. PARTIES:***Describe the parties involved in the SLA*
- **ARTICLE II. SCOPE**
- **SECTION 2.01 SCOPE:***Describe the purpose and extent of the SLA*
- **SECTION 2.02 ASSUMPTIONS:** *Define any assumptions that underlie the defined scope*
- **SECTION 2.03 GOALS AND OBJECTIVES:***Describe what the parties are expecting to accomplish with the SLA*
- **ARTICLE III. ROLES AND RESPONSIBILITIES:** *For all parties involved in the SLA, describes the role of each party and the responsibilities for supporting the SLA and delivering the products and services defined within*
- **ARTICLE IV. EFFECTIVE DATE AND TERM:** *The date the agreement is effective its duration*
- **ARTICLE V. DELIVERY AND PERFORMANCE:** *Describe in detail what each party is responsible for delivering and the key performance indicators to ensure compliance*
- **ARTICLE VI. REPORTING, REVIEWING AND AUDITING:** *Describe oversight and reporting on the agreement; when the agreement should be reviewed, and reporting points of contact*
- **ARTICLE VII. COST / FUNDING AND PAYMENT:** *Document costs associated with the SLA, who is responsible for paying, or funding, and when payment should occur. Cost may be broken down by specific line-items, such as labor, supplies, equipment, travel, training, etc.*
- **ARTICLE VIII. CHANGES AND MODIFICATIONS:** *Describe the process by which changes or modifications will be made to the SLA and who is responsible for making changes*
- **ARTICLE IX. TERMINATION:** *Describe terms for termination of the SLA and the process for terminating*



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Link service delivery to user needs

- Integrate users knowledge into the design, development delivery of services
- Document and communicate user requirements to all parties involved, including the research community, developers, partners, budget and finance officials,
- Involve users at various stages of the design and development process to evaluate and test products and services to ensure that they meet requirements



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Evaluate and Monitor Service Performance and Outcomes

- Design a performance monitoring system including metrics to measure a specific aspect: Metrics should be:
 - **Specific** – Metrics are specific and targeted to the area being measured
 - **Measurable** – Ability to collect data
 - **Actionable** – Metrics are easy to understand, interpret, and act upon
 - **Relevant** – Measure only those things that are important and relevant
 - **Timely** – Metric data can be collected when it is needed
 - **Agreed Upon** –by the NMHSs and customers, users, or partners.



Examples of performance metrics

- Forecast Accuracy
- Customer Satisfaction
- Customer Service metric: e.g. Respond to correspondence from all quarters within a maximum of 5 working days
- Compliance, Timeliness & Resilience: e.g. 90% of METAR and TAF bulletins issued on time
- Reach metric: e.g. maintain full functionality of public website over 99.5% of the time
- Impact metric: e.g. Cost avoidance from unnecessary evacuations.
- Internal Processes: e.g. ISO 9001
- Milestones metric: measure delivery of a product or the completion of a phase or step



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Sustain Improved Service Delivery

- Service delivery should continuously evolve, along with user demands, new technologies etc
- Keep users informed of new opportunities and advancements (*e.g. when the Met Service evolves service delivery by implementing a mobile platform and social networking services or develops a mobile devices weather App*)



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Develop Skills Needed to Sustain Service Delivery

- Conduct a gap analysis to discover skills lacking within the organization
- Consider how those gaps can be bridged through a combination of training, employee development, and recruiting
- NMHSs need skills that enable effective service delivery including: communication, customer service, management, problem solving, and performance management



Share Best Practices and Knowledge

- Develop a strategy for detecting, testing and adopting best practices from other meteorological services
- Make practical use of knowledge gained at workshops, seminars and other interactions, as well as through attachments in other NMHSs and specialized institutions





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Thank you for your attention

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