

2-day
course

SERVICE AUTOMATION FOUNDATION

INTRODUCTION TO DESIGNING AND DELIVERING AUTOMATED SERVICES

Automation is reshaping the service landscape, enabling businesses to set new standards for efficiency and excellence. The Service Automation Foundation (SAFF®) course, part of the DASCIN® Service Automation Framework, provides professionals with the fundamental knowledge needed to design and deliver seamless, automated services.

This globally recognized certification introduces key service automation principles, including self-service portals, automated workflows, and scalable service delivery models. Inspired by the success of companies like Uber, Netflix, and Booking.com, the course explores how automation optimizes resources, enhances user experiences, and drives operational efficiency.

Designed for IT professionals, business leaders, and service managers, the SAF Foundation course offers practical insights into blueprinting automated services, integrating technology interfaces, and implementing data-driven decision-making. With no prerequisites required, this certification is accessible to anyone looking to harness automation to transform service delivery and gain a competitive edge in the digital economy.

SYLLABUS SCOPE

The Service Automation Framework Foundation course provides a structured approach to designing and implementing automated service models. Participants will explore the history, benefits, and business drivers of service automation, gaining insights into its role in modern service delivery. The course introduces the Service Automation Framework, detailing its structure and practical techniques for blueprinting automated services, ensuring seamless integration and enhanced user experiences.

Key topics include designing self-service portals, implementing automated workflows, and measuring user experience (UX) to optimize service efficiency. The course also emphasizes continual improvement strategies, helping participants refine automation processes to align with evolving business needs. By completing this course, professionals will acquire the expertise needed to develop scalable, cost-effective automated service solutions.

EXAM DETAILS

PASSING MARK

26 OUT OF 40

FORMAT

MULTIPLE CHOICE



FORMAT

Instructor-Led Training (Live or Virtual) | Self-Paced Online Training

KEY FEATURES

- **Comprehensive Service Automation Curriculum** – Covers core principles, benefits, and real-world applications of service automation.
- **Industry-Relevant Content** – Addresses automation trends across business, IT, and customer service domains.
- **Blueprinting & Process Design** – Hands-on techniques for developing automated workflows and self-service solutions.
- **User Experience & Continuous Improvement** – Focuses on service UX measurement and ongoing automation enhancements.
- **Globally Recognized Certification** – Accredited by APMG International, ensuring worldwide credibility.
- **Lifetime Certification** – No renewal required, offering long-term validation of expertise.
- **Continuous Education Path** – Enables further specialization within the DASCIN® certification scheme.



+50%

50% year-over-year
increase in job postings
requiring service
automation skills.

- LinkedIn Jobs Report

JOB DEMAND

1. **Gartner (2024)** – Predicts that by 2026, over 60% of service interactions will be automated through AI-driven platforms and self-service solutions.
2. **Forrester (2023)** – Reports that companies investing in service automation see an increase in efficiency by up to 45%, reducing costs and improving customer satisfaction.
3. **World Economic Forum (2025 Future of Jobs Report)** – Identifies automation specialists as one of the top-growing roles, with businesses prioritizing automated service delivery.
4. **McKinsey & Company (2024)** – States that 70% of organizations plan to expand their automation efforts in service management over the next two years.
5. **LinkedIn Jobs Report (2024)** – Highlights a 50% year-over-year increase in job postings requiring service automation skills.

TARGET AUDIENCE

1. **Service Managers and Service Designers:** Professionals responsible for overseeing and designing service delivery processes who want to enhance their understanding of automation techniques and frameworks for optimizing service delivery.
2. **IT Professionals and Technicians:** IT staff involved in the implementation and management of automated systems and processes within their organizations, looking to gain a structured understanding of service automation.
3. **Business Analysts:** Individuals working on process improvement initiatives, seeking knowledge on how automation can enhance business efficiency and streamline service delivery models.
4. **Operations and Process Managers:** Professionals who manage day-to-day operations and service delivery, aiming to integrate automation for cost-effective and scalable service management solutions.
5. **Project Managers:** Those responsible for leading projects that involve service automation and want to understand the framework, blueprinting techniques, and best practices to successfully implement automation within projects.
6. **Automation Specialists and Engineers:** Those in roles that focus on the technical implementation of automated systems and workflows who need to learn how to apply service automation principles and design techniques effectively.
7. **Aspiring Service Automation Professionals:** Individuals looking to develop or transition into a career in service automation, aiming to gain the foundational knowledge and certification needed to work in this growing field.

FREQUENTLY ASKED QUESTIONS

Q: What are the benefits of earning the SAFF® certification?

A: The SAFF® certification validates your ability to design, implement, and optimize automated service models, enhancing career prospects and organizational efficiency.

Q: Do I need prior technical knowledge to take this course?

A: While no advanced technical skills are required, a basic understanding of IT systems, service management, or digital transformation concepts is recommended for better comprehension.

Q: How long is the certification valid?

A: The SAFF® certification is valid for a lifetime, with no renewal requirements.

Q: Can I continue my studies after completing this course?

A: Yes! While SAFF® is not a prerequisite, successfully completing this course provides a strong foundation for the Service Automation Framework Practitioner (SAFP®) course, allowing professionals to deepen their expertise in service automation.

TARGET INDUSTRY

1. **IT & Digital Services** – Professionals automating ITSM processes, digital services, and helpdesk operations.
2. **Finance & Banking** – Institutions implementing automation for customer support, transactions, and regulatory compliance.
3. **Healthcare & Insurance** – Organizations enhancing service delivery through automated patient interactions and claims processing.
4. **Retail & E-commerce** – Companies leveraging automation for customer service, order processing, and personalized experiences.
5. **Government & Public Services** – Public sector agencies automating citizen services, administrative processes, and digital governance.

CONCLUSION

The Service Automation Framework Foundation (SAFF®) course equips professionals with essential skills in service automation design, self-service implementation, workflow automation, and user experience measurement. Whether for IT, customer service, or business operations, this certification enables individuals and organizations to enhance efficiency, scalability, and service quality in an automated world.



CONTACT & MORE INFORMATION

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