

SERVICE DESIGN

Service Design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable, for clients and efficient & effective for organizations – It is a new holistic, multidisciplinary & integrative concept.

Service sector makes up the biggest part of the economy – up to 70% of the national GDP. Services are having problems as earlier were depend on individuals and now most of the processes are automated – partially or fully.

Professionals in the service need to realize that they are involved in design and use Service Design to improve it.

Services have unique features:

- services have unique features and are not tangible – cannot be stored or owned
- consumption happens at the time of production
- complex experiences that happen overtime

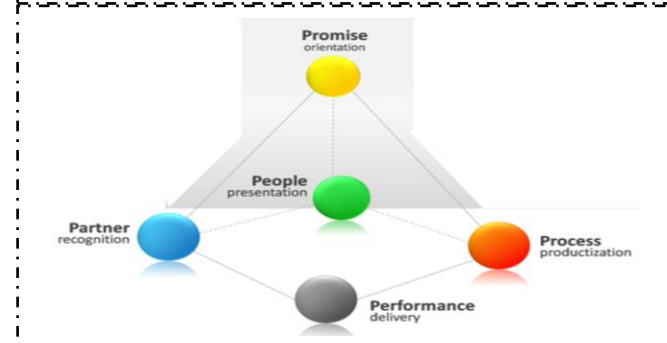
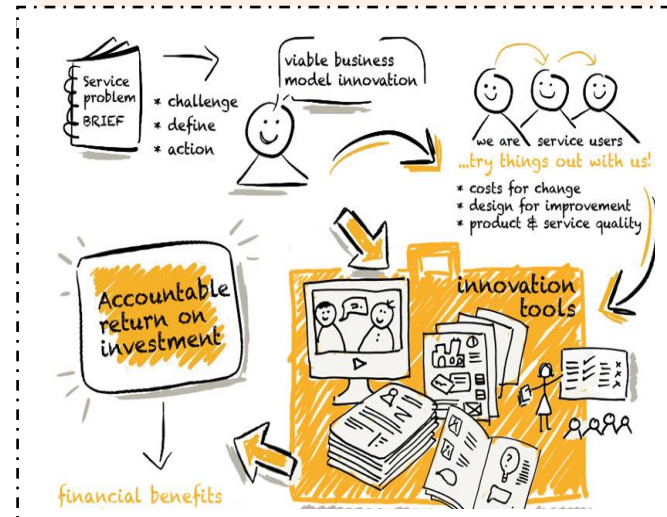
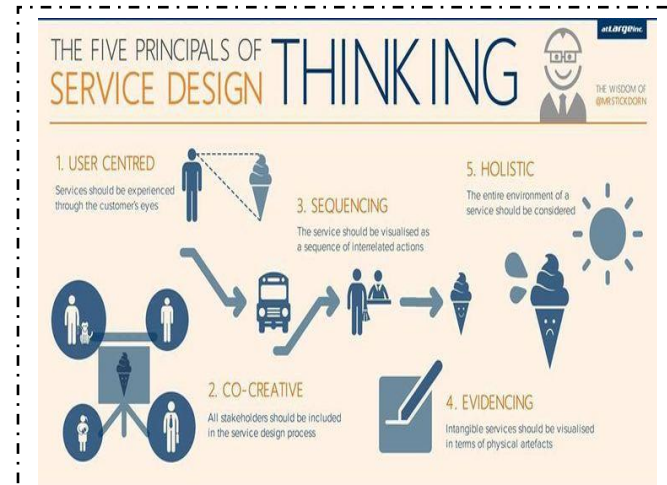
Design is not only crafting details of products anymore – Design is complex and interactive experiences, processes and systems – involves expertise and experts from related fields and clients in design process – uses special processing tools and methods.

Services happen over time and across several touchpoints with customers, example > for Airlines these touch points are:

- Ticket Booking
- Check in & boarding
- In Flight
- De-boarding
- Luggage Claim
- Compliant (if required)

Service Design integrates:

- Governance & Leadership
- All Interested Parties
- Marketing
- Past knowledgebase (Including known error data base)
- Connectivity between organizations & clients (requirements vs obligations)
- Regulatory requirements of organizations and Clients
- Monitoring & Measurement opportunities

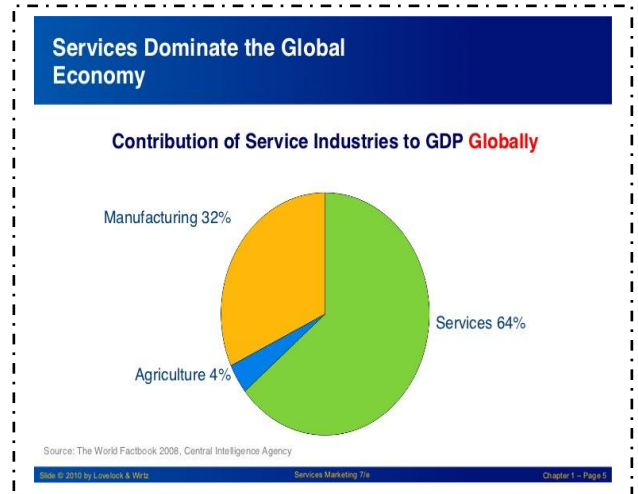


Service Design is a different way of approaching the way we think of the relationship, organizations and clients.

Service Revolution has four main drivers:

1. The Service economy is booming

Service sector has been recognized as the third sector beside agriculture and manufacturing. Service sector has increased its share of the world economy. Catching up with the European countries, services are becoming increasingly important for the economy – 70 % of GDP lies with service sector – as per world bank. Product companies are developing into solution companies by adding services to accompany their products – services are used to support product competitiveness and to add value.



2. Technology enabled services

Change in technology brought changed the way companies offered their services and always looking for better opportunities through improvements. The internet has undoubtedly become a huge part of our lives. Many people in today's generation are relying in the internet to do a lot of different tasks. In fact, wherever you go these days, you can see people holding some sort of gadgets and using the internet to play games or search things that they want. But of course, the internet is not just about entertainment. It's also useful in many other things as well

