Why service design is the key to value creation via better experiences

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HI I'M JESS LEITCH

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Co-Founder of WorkHub

So, what is service design?

Service design…

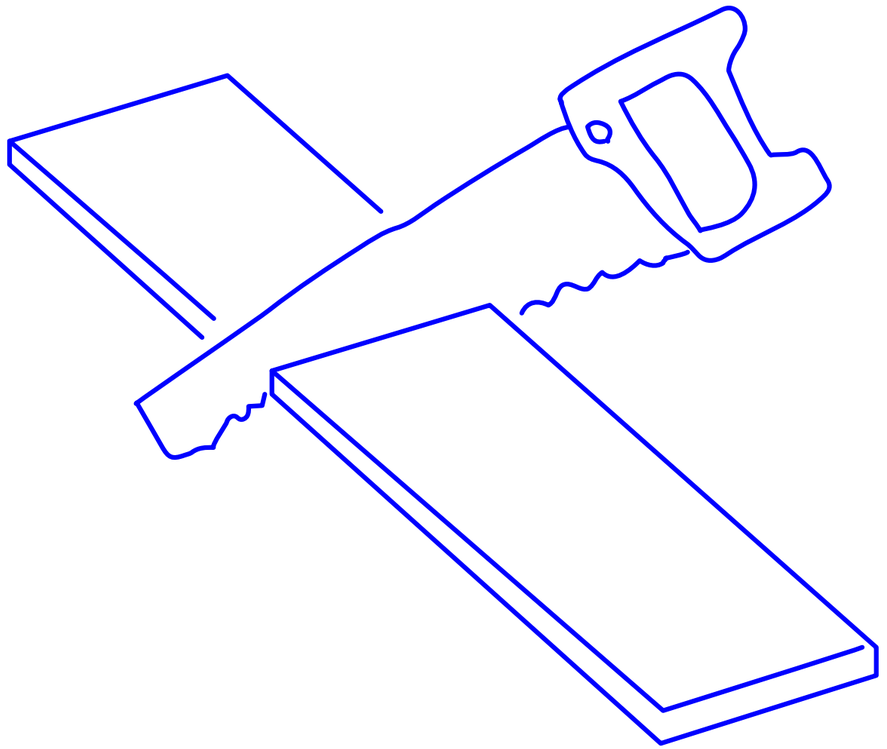
Is a way to make services usable, useful, efficient, effective and desirable

Is a relatively new field of design with a frustratingly evolving definition!

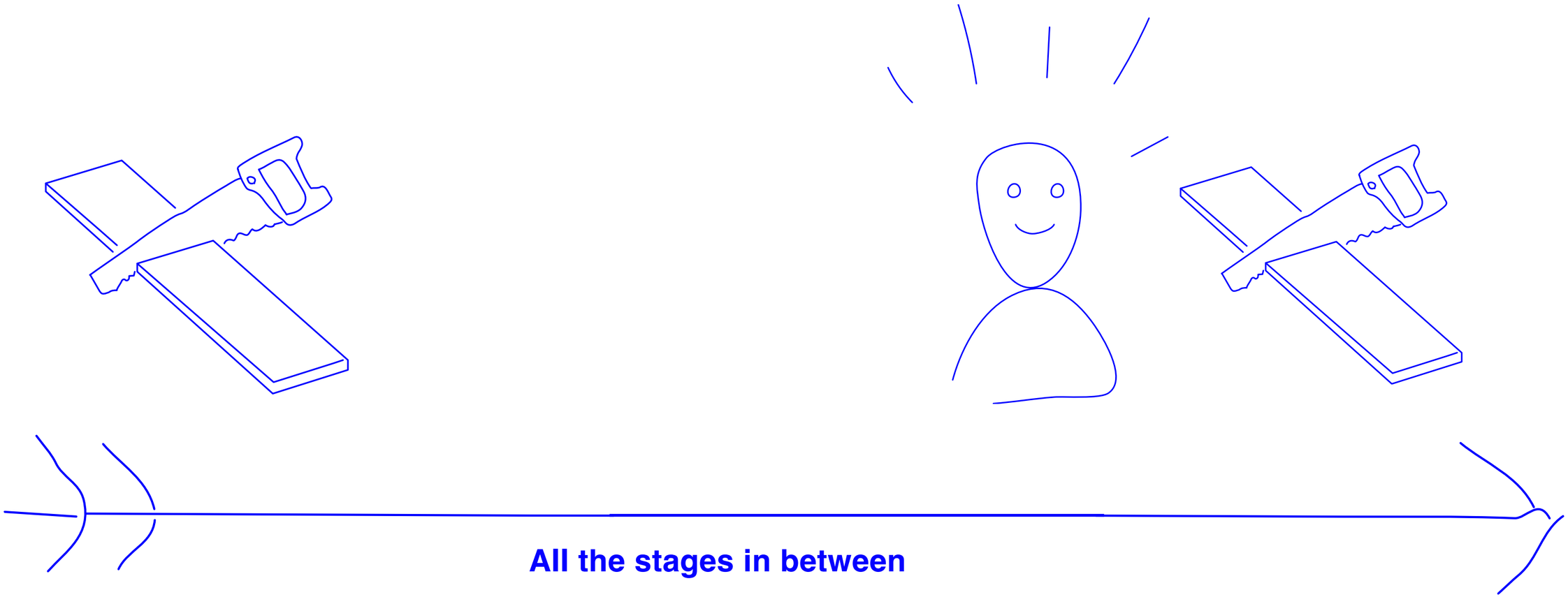
Was pioneered as a value creation method by Rolls Royce et al.

So, what does that really mean?

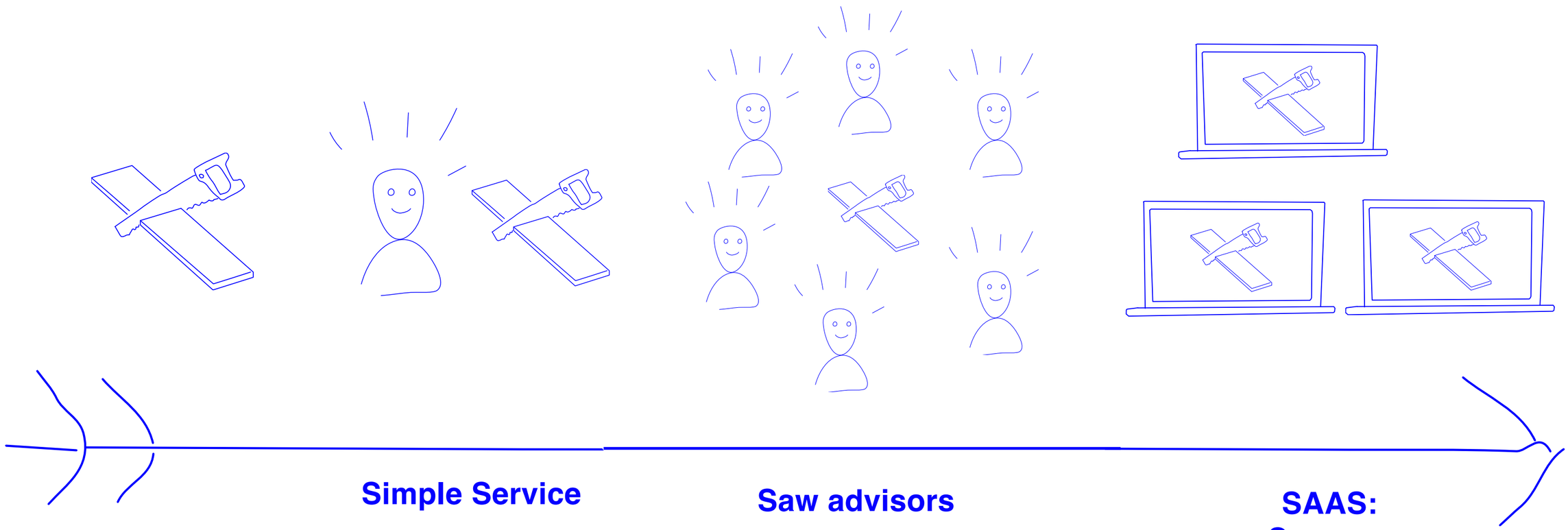
Lets start with a simple saw



Would you like someone to help?



How would you like them to help?



Simple Service

Saw advisors
Specialty saws
Rent a saw

SAAS:
Saws as
a service

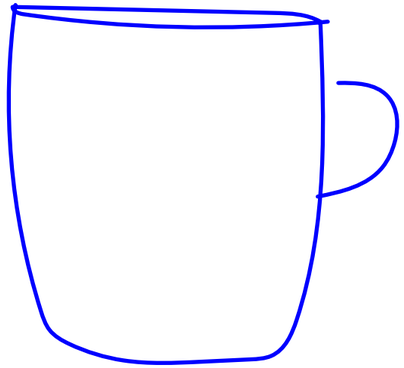
Apply the same logic to buying a cup of coffee

Know & Evaluate

I searched online for best coffee shops in San Francisco

Acquire

I grab an uber and uber over to the coffee shop. The Uber is a 2 Star kind of guy.



Use

I get to the coffee shop. It's nicer than it looks on the website, but they don't know what a

Ask & Change

I explain what a Flat White is but the Barista seems confused and I end up with a latte

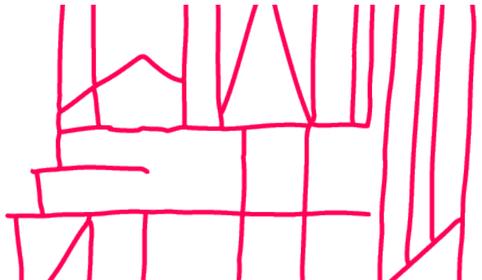
End

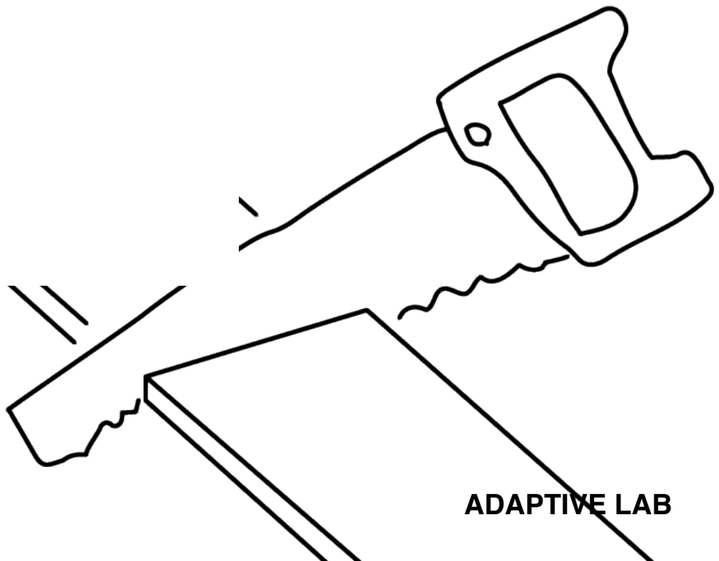
I hate lattes. It's way too much milk. I won't be coming back again

When humans get involved things get very complicated very quickly

Every organisation is inherently (or could be) a service organisation, even if it doesn’t see itself in that way.

Renewing your passport, buying a Big Mac, designing and delivering a conference or running a hotel

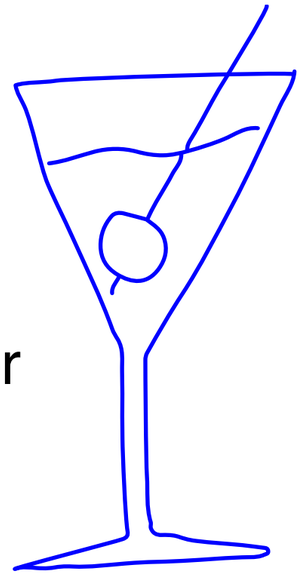


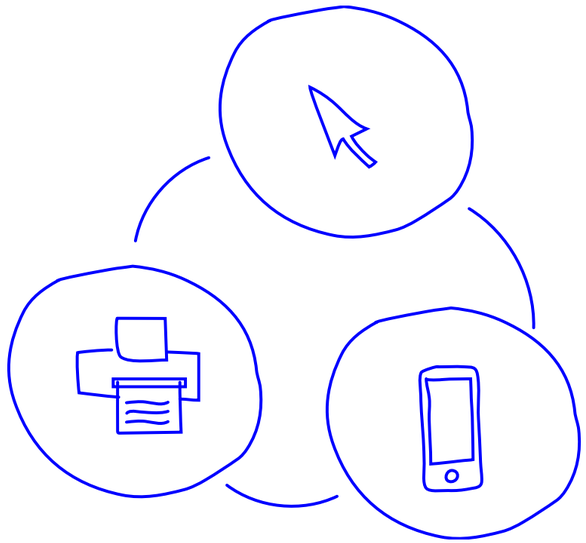


Services involve the front and backstage

Building a service that people love is much trickier than building a product. It involves a lot more interactions. But it also creates more value!

the user or customer perspective
how a service is experienced





the organisational perspective
how a service is delivered

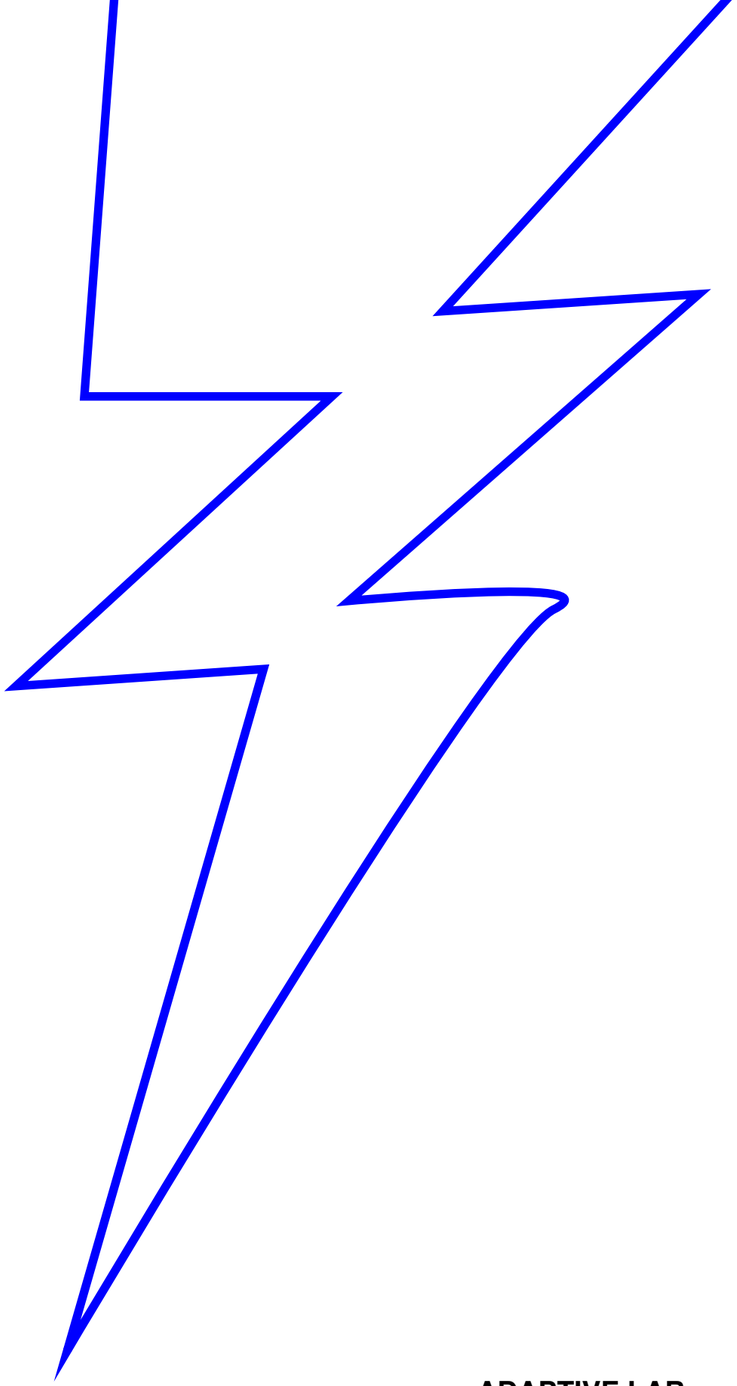
Not one or the other. Without the totality, a service will always be lacking.

So, why all the buzz about service design?

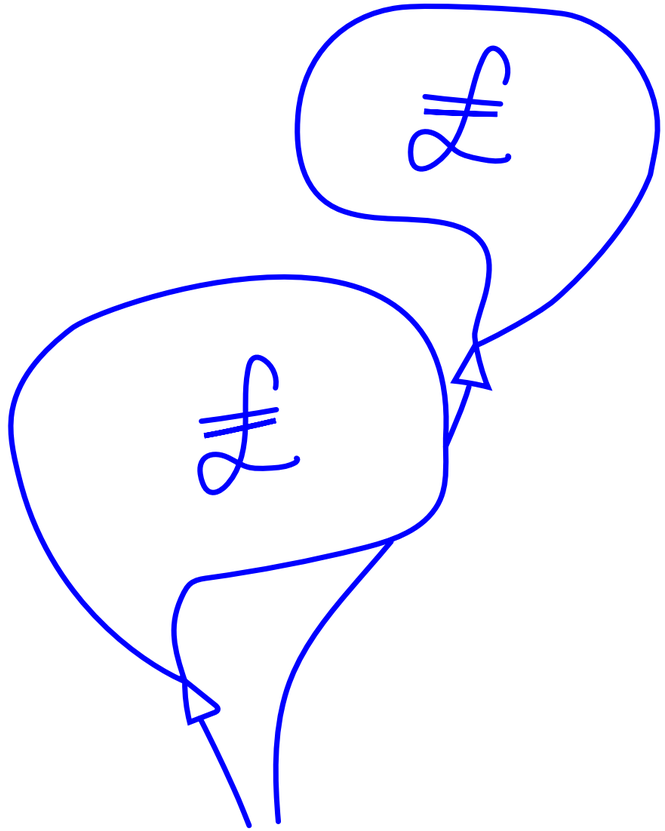
84% of companies **aspire** to be CX leaders.

Only 1 in 5 deliver good or great CX due to poor service

(Forrester)



Users are **loyal to experiences** not products.Unless you want to compete on cost, the value proposition of **good service** can make **price less relevant**



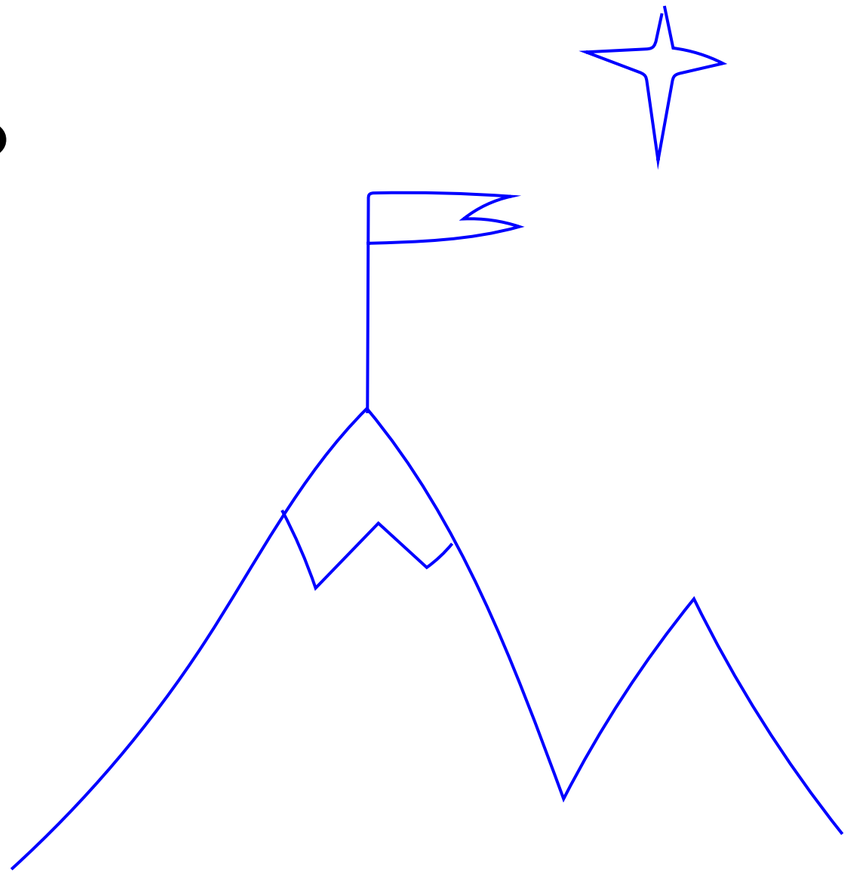
Design led companies outperform the S&P by 219%

41% higher market share

46% competitive advantage

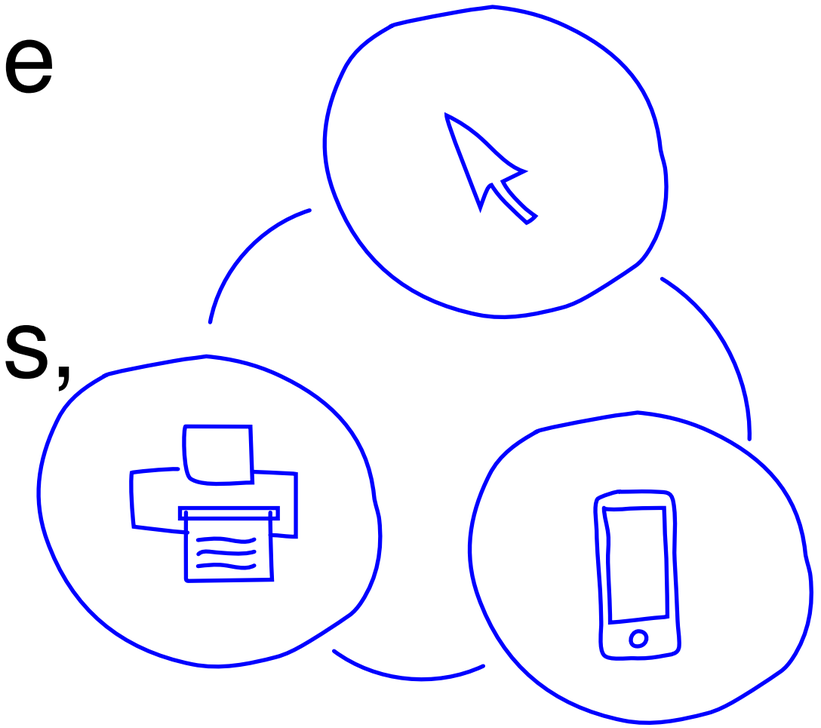
50% more loyal customers

70% digital > competitors
(Adobe)

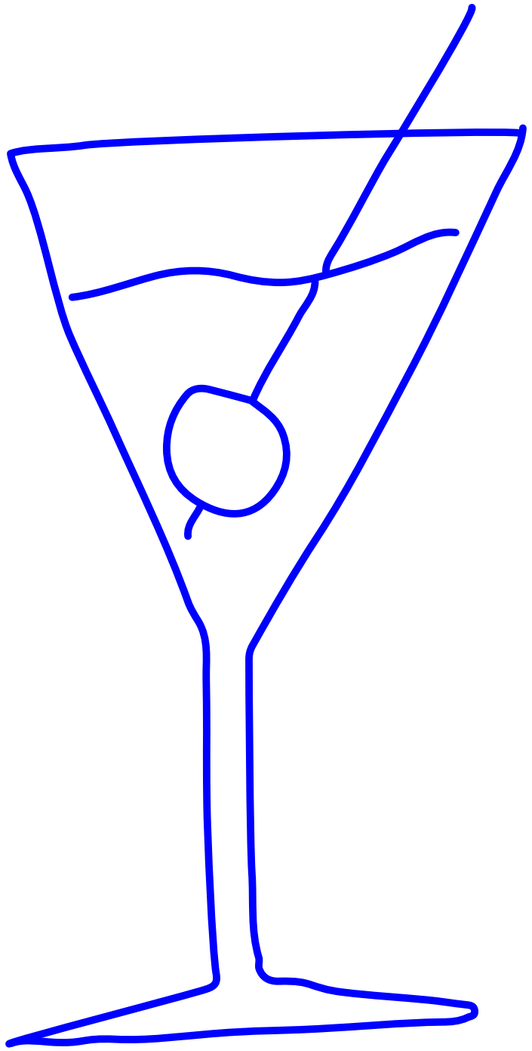


Service design considers everything that goes on in the **front** and **back of stage.**

Leveraging all of these teams, data, tools and systems to **generate more value** by making services seamless, simpler and more consistent.

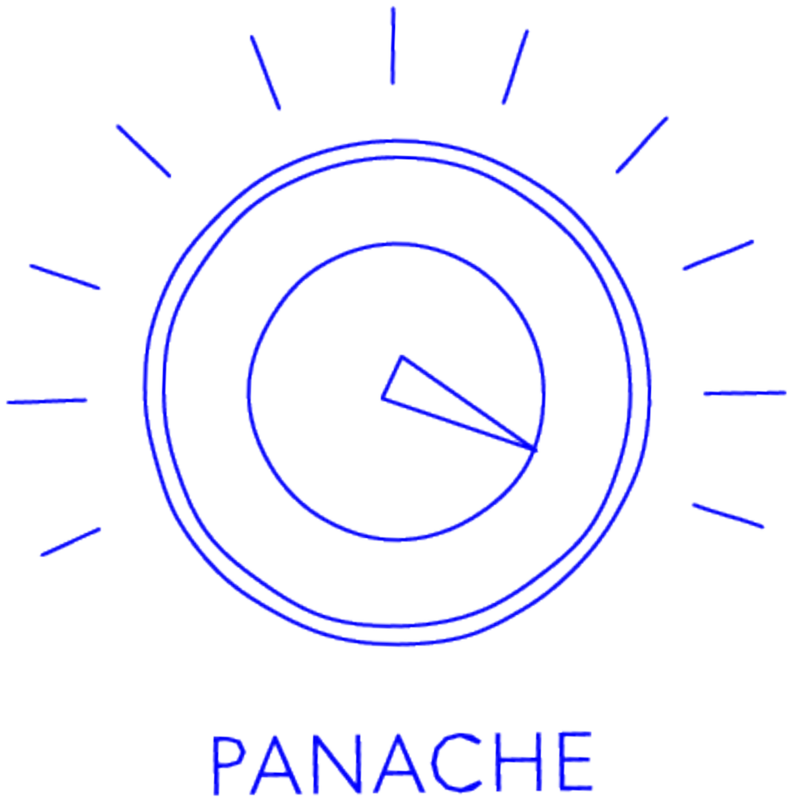


So, you can’t account for how a customer feels when they walk into a bar, but you can set the stage

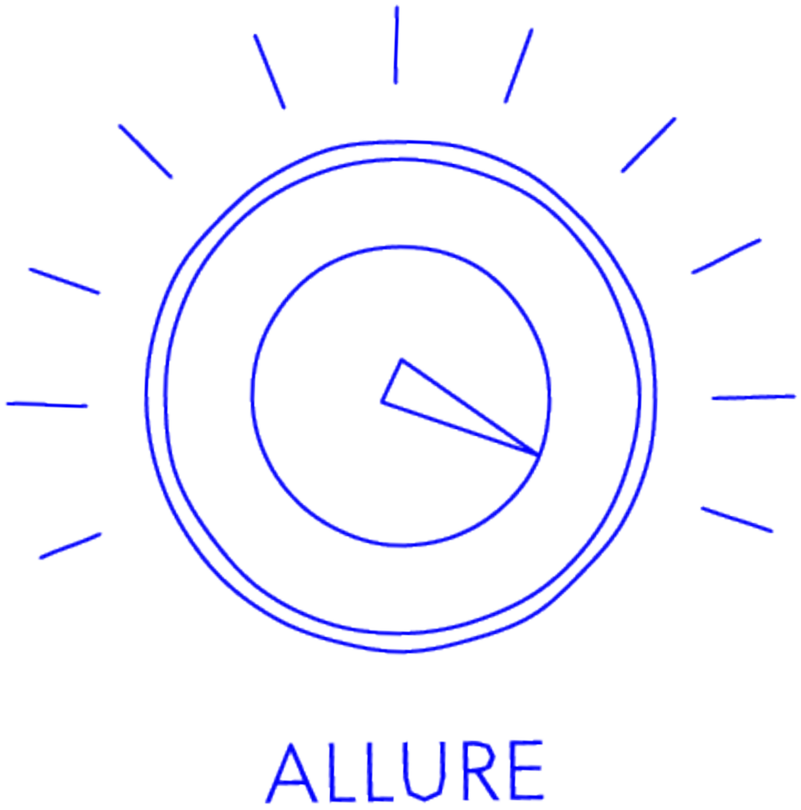


So, what makes a great service?

Designed based on customer, rather than business needs. With a genuine understanding of: the purpose of and demand for the service; and the ability of the provider to deliver



Creates value for users and customers and is delivered as efficiently as possible, as a unified system, rather than piece by



Designed to account for special events that cause variances in the standard way of doing things, as

Tom Coates
@tomcoates

Follow

Remember: A service that doesn't take into account how it could be misused by bad actors is a bad and irresponsible service. It's as true with car- and scooter-sharing services as it is with social media.

3:45 AM - 25 Apr 2018 from San Francisco, CA

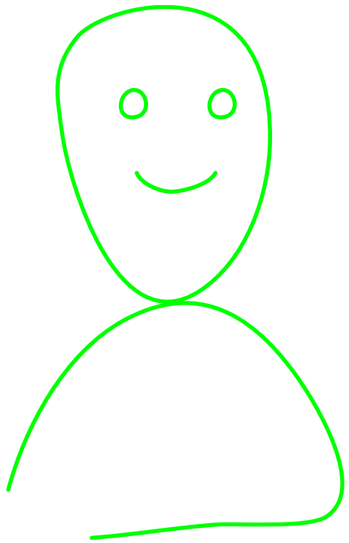
21 Retweets **73** Likes

4 21 73

So, who is using service design well to create value?


BACK
EATING LOCATION
EAT IN
TAKE OUT
PLEASE SELECT YOUR LANGUAGE
FRANCAIS
ESPANOL
ITALIANO
NEDERLANDS
DEUTSCH
ENGLISH

Service design to improve your Big Mac

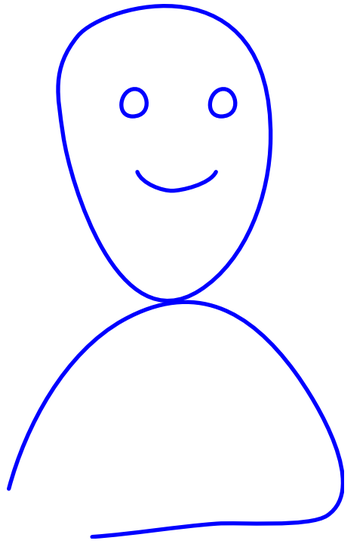


Ordering is way too slow in peak times - the queues are huge

There's never a free table to sit down at once my food is ready

I can't customise my order in the way I'd like to

I feel embarrassed saying yes to super-sizing everything



We need more people working behind the scenes making food in peak times

I need a better way of getting fulfilled orders to the customer

I want to give customers what they want but systems don't support it

It 's really awkward to always be

Increased sales = more jobs overall

Shares hit an all time high

Improved customer experience - faster, personal, shameless

Improved employee experience - increased accuracy, broader roles

monzo

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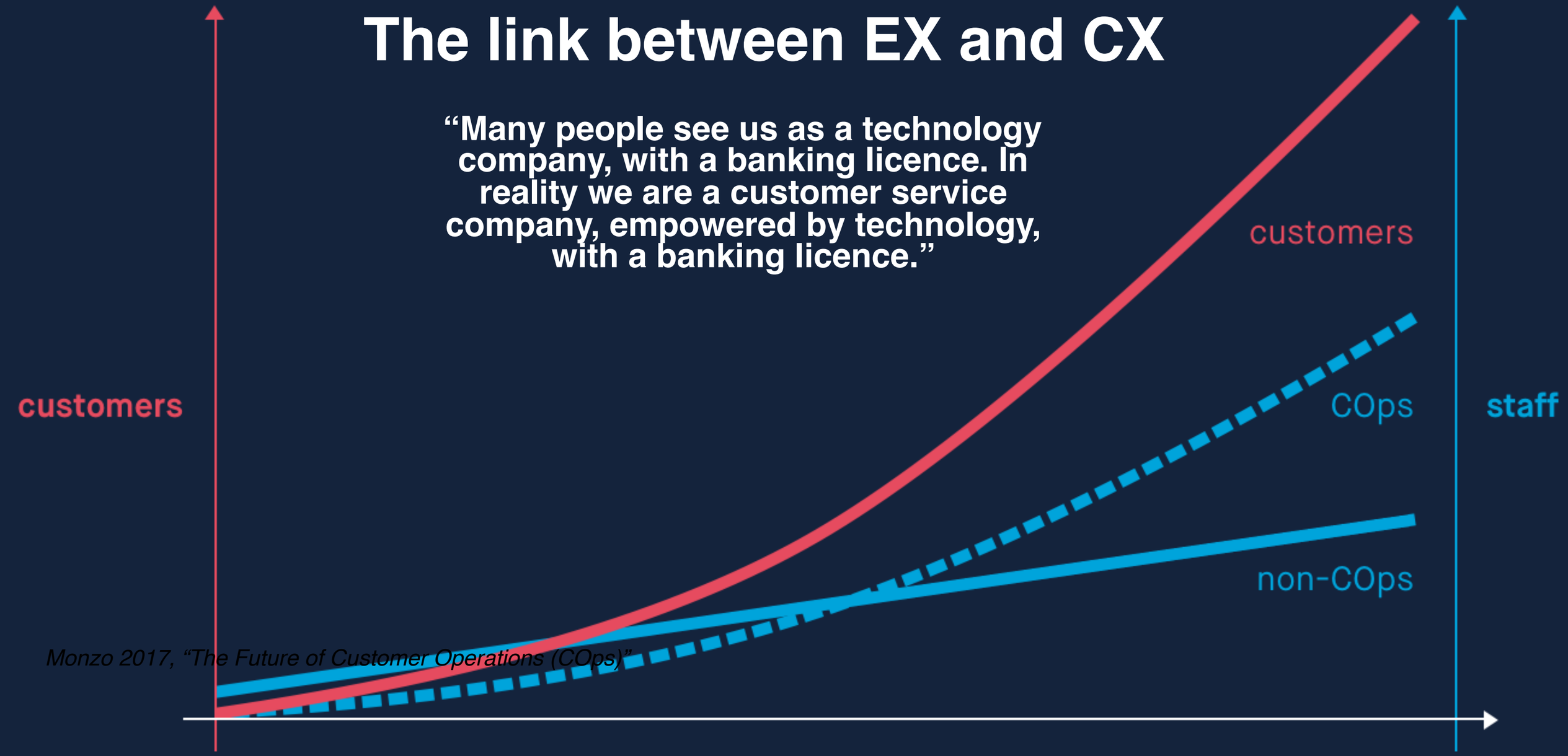
The bank of the future

This isn't banking as you know it. Monzo is a bank for everyone, that works with you, for you.

Join today for your own UK current account.

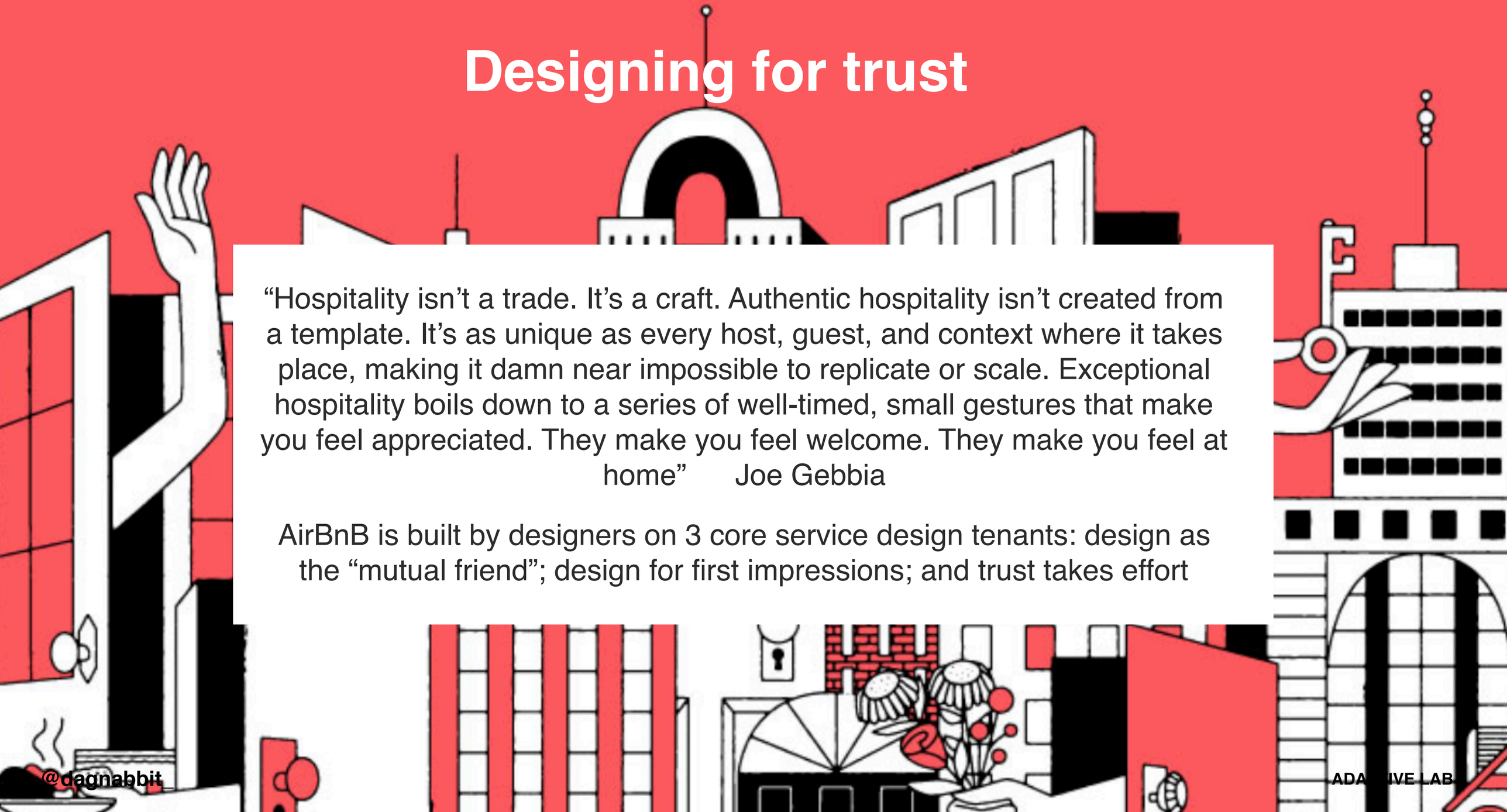
The link between EX and CX

“Many people see us as a technology company, with a banking licence. In reality we are a customer service company, empowered by technology, with a banking licence.”



Monzo 2017, “The Future of Customer Operations (COps)”

Designing for trust



“Hospitality isn’t a trade. It’s a craft. Authentic hospitality isn’t created from a template. It’s as unique as every host, guest, and context where it takes place, making it damn near impossible to replicate or scale. Exceptional hospitality boils down to a series of well-timed, small gestures that make you feel appreciated. They make you feel welcome. They make you feel at home” Joe Gebbia

AirBnB is built by designers on 3 core service design tenants: design as the “mutual friend”; design for first impressions; and trust takes effort

Getting credit back for unused data, that's SMARTY

SMARTY is a new SIM-only mobile network that's built to be simple and honest.

3 plans that cover it all.

Check your coverage, powered by 3

SMALL
2GB

£7.50
Unlimited calls & texts

View the Small plan

MEDIUM
4GB

£10
Unlimited calls & texts

View the Medium plan

LARGE
8GB

£15
Unlimited calls & texts

View the Large plan

Hugh Howlett ★★★★★

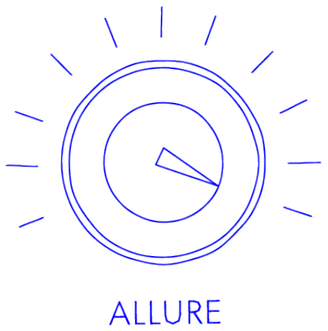
Best network I've ever used! Good coverage and REALLY fast download speed! I'm on the 8GB plan because it's nice to know you have extra data if you need it, but so far have been only paying about £8/month!

tom tom ★★★★★

Amazing network. Superb coverage, fast 4G speeds, no contract, best prices, free tethering, good extra data prices and nice to know data you pay for not used in package is deducted off next months bill. Keep up the good work and will be recommending to all family and friends.

The best NPS in the telco industry

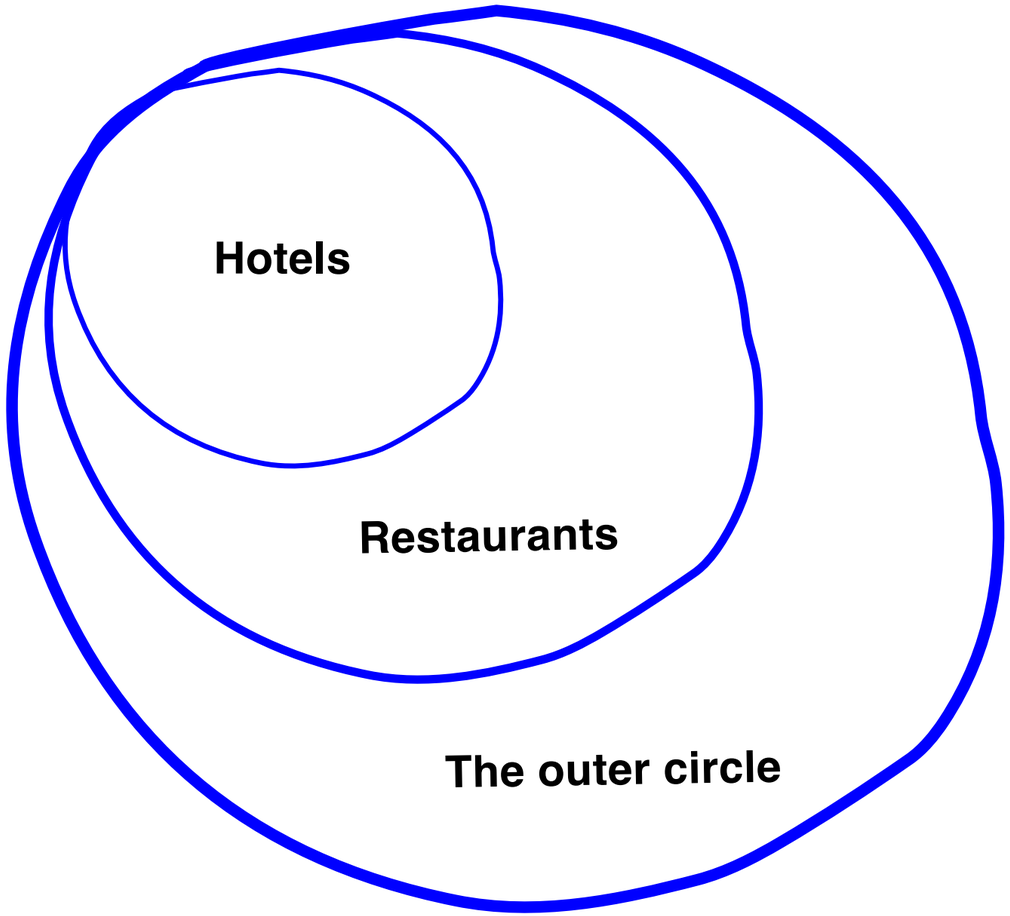
Research into the MVNO market to understand the gaps. Clear simple proposition based on needs we gathered from research in the market with customers: Simple, honest mobile



A common simple design system, digital channel contact, common tone of voice, customer service team: launched on a simple platform as an MVS; operating with a lean team of 10

Continuous product and service discovery that is finding and planning for problems in the service: solving problems with porting; adding international roaming; best NPS in the telco sector and a number of

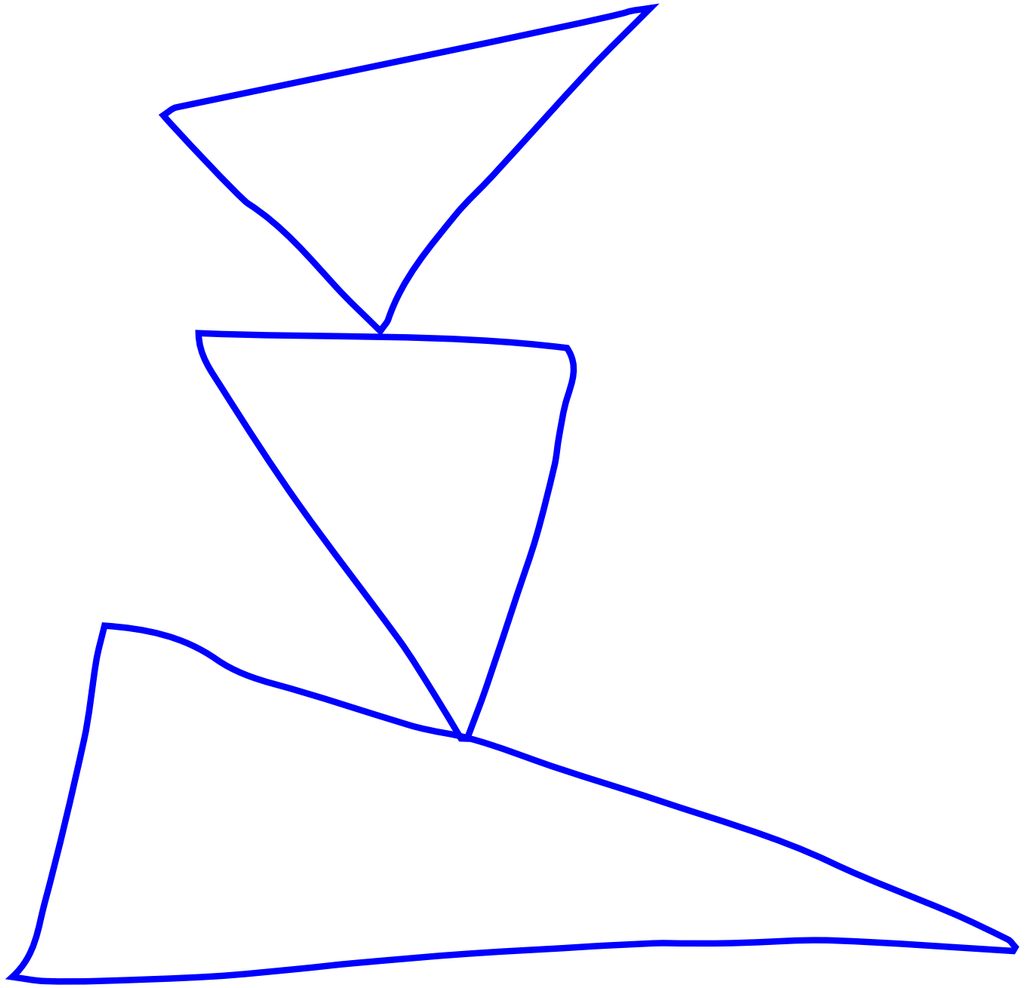
Innovation in the outer circle



The outer circle: identifying ways to create additional value for customers and generate more revenue for the business by developing new, lateral services

Where do you start?

1. Do your research
2. Start mapping your customer journeys
3. Bring different people together to co-create
4. Invest in the front and backstage
5. Happy staff = happy customers



Any questions?