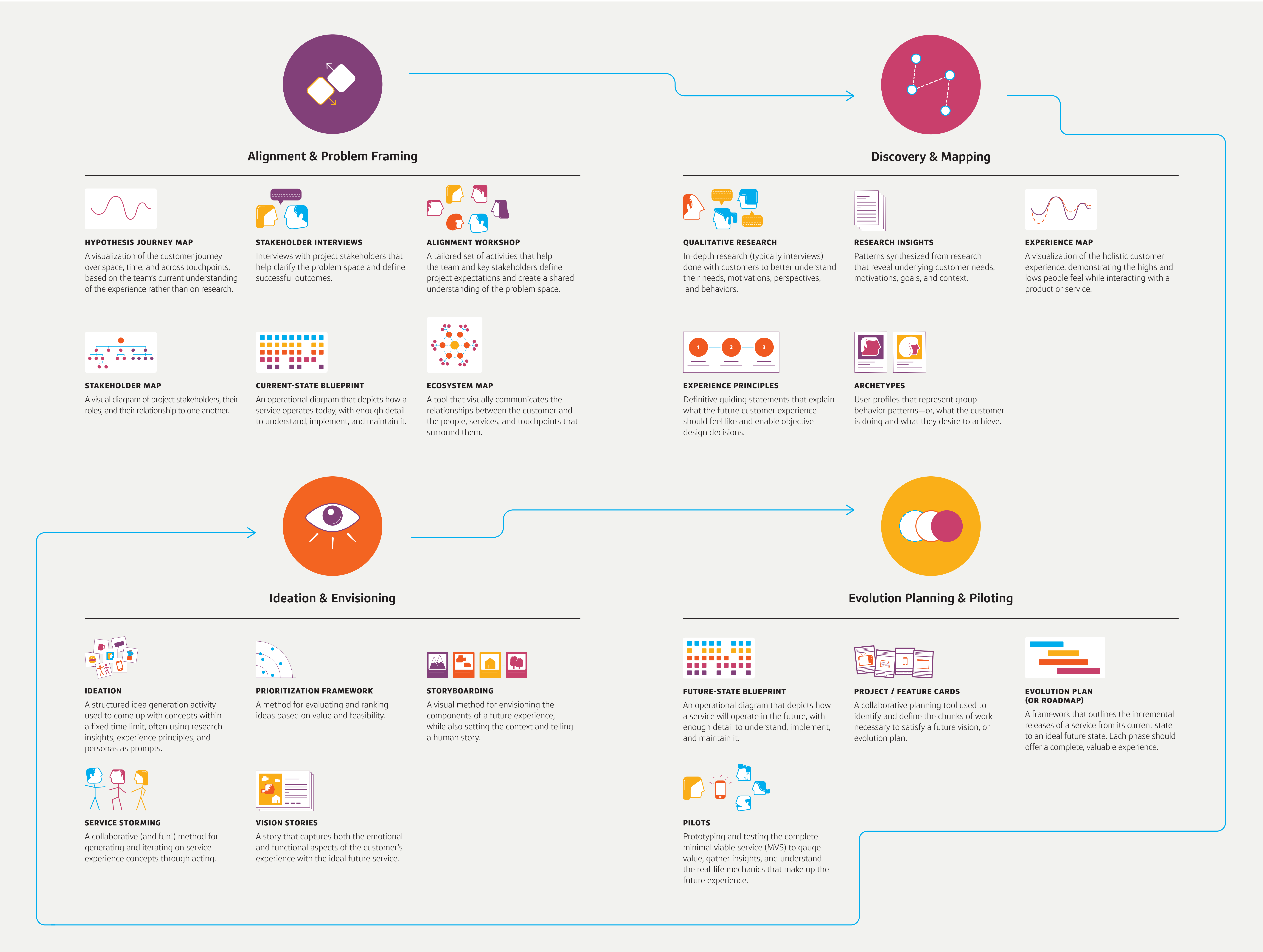


Service Design

A SAMPLING OF SOME OF OUR FAVORITE TOOLS & METHODS

Service Design is a human-centered discipline that optimizes how customers and business interact so that each can achieve their desired outcomes. Service designers work collaboratively with cross-functional product teams and business leadership to design service experiences across systems. We orchestrate how people, processes, and technology come together to deliver unparalleled customer experiences.



Core Principles of Service Design

HUMAN CENTERED
Focuses on the people for which we are designing and extends beyond the customer to include the experience of staff and the business

CO-CREATIVE
Includes stakeholders and customers in the design and delivery of service experiences

ORCHESTRATED
Considers how the various elements and processes of a service organization should be aligned for optimal service delivery

TANGIBLE
Reveals the value and interactions of an intangible service through physical and digital touchpoints that can be seen and experienced

HOLISTIC
Looks toward the end-to-end experience, not just a single moment, service encounter, or experience stage