



SERVICE DESIGN

SEPTEMBER 08, 2020

ENGINEERING DESIGN

MODULE-III



SERVICE DESIGN

"A service is like a first date – you will never get a second chance to win a customer's heart"

Service

Services are the non-physical, intangible parts of our economy, as opposed to goods, which we can touch or handle.

Service Design

A human-centred approach that focuses on customer experience where quality of service is the metric for success.

A holistic approach, which considers in an integrated way strategic, system, process and touchpoint design decisions.

There is a myriad of areas that ultimately can undermine the service design at a fundamental level, influencing factors tend to fall into **four** areas:

- *People*
- *Assets*
- *Policies*
- *Culture*


PEOPLE

Anybody who contributes to the service either directly or indirectly.

- recipients of the service
- OR
- service provider

POOR SERVICE results into POOR CUSTOMER EXPERIENCE eg.
Usually, businesses usually LOOSE \$83 billion due to poor customer service

You'll need to define problems, iterate and address all dimensions of the customers', users' and business needs best in a holistic design.



To begin, you must empathize with all relevant users/customers. These are some of the most common tools:

- Customer journey maps (to find the customers' touchpoints, barriers and critical moments)
- Personas (to help envision target users)

Imagine a restaurant where there are a range employees : hosts, busboys, and chefs

- Service design focuses on how the restaurant operates and delivers the food it promises—from sourcing and receiving ingredients, to on-boarding new chefs, to server-chef communication regarding a diner's allergies. Each moving part plays a role in the food that arrives on the diner's plate, even though it is not directly part of their experience

Example:

1. Myrman MALL Lift SERVICE

2. AMAZON-PRIME "EXCEPTION" service

That just recently happened to me with Amazon. I had signed up for Prime membership but then decided to cancel it because they stopped carrying the product that I normally order from them. I was one day past the monthly renewal period, but after contacting their customer service department, they promptly issued a refund for the subscription fee from that month and immediately canceled my account. All in under 10 minutes and completely hassle-free.

ASSETS

The physical and digital touchpoints that the customer interacts with, and the tools employees use to deliver a service.

In the world of marketing, the term 'touchpoint' refers to an interaction between customer and business that can be physical, sensory, or communicative.

Touchpoints are essential in the strides a business endeavours to make towards creating important connections with their customer base.

Whether through physical human contact, through sensory means, or by way of a physical touchpoint object, the purpose is to communicate a message that will "touch" the customer in some way.

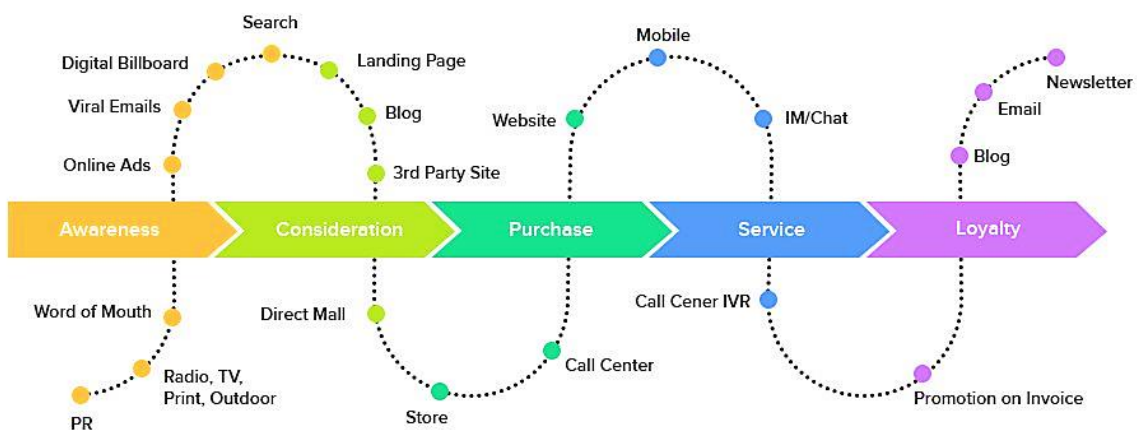
Physical touch points refer to those touchpoints that are tangible and not merely restricted to digital interaction. Some, such as those discussed below, can also be printed and physically distributed in various locations for maximum reach.

Physical Touchpoints

● Managed Touchpoints ● Unmanaged Touchpoints

Digital touchpoints refer to engagements with your brand online, which include your website, ads, search engine results, social media, and more

Digital Touchpoints



Examples:

Primary examples of efficient physical touchpoints for marketing purposes include:

- Personalised lanyards
- Brochures
- Flyers
- Samples
- Printed plastic cards

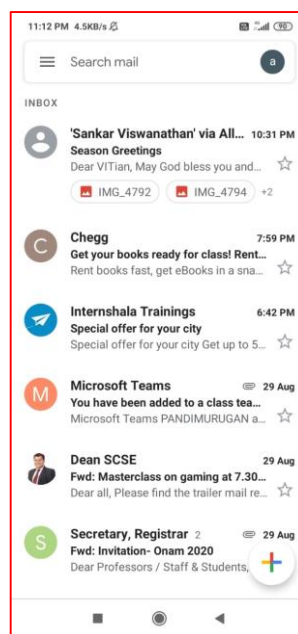
Also,

1. Advertising Brands



TV ads

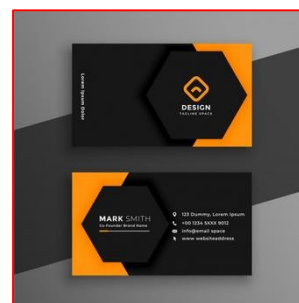
2. Digital Marketing



E-mails



Brochure



BusinessCARDS

3. Passport Website

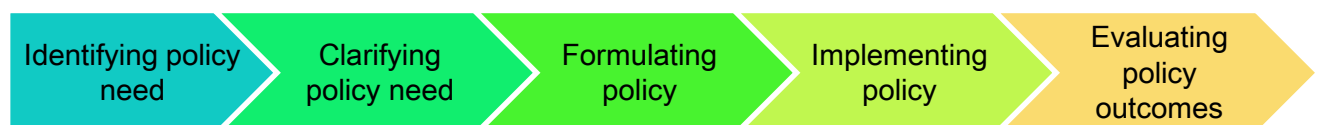
The image displays four sequential screenshots of the 'Online Passport Services' website, illustrating the application process. The first screenshot shows the 'Applicant Details' form with fields for First Name, Middle Name, Surname, Aadhaar No., Gender, Marital Status, and Date of Birth. The second screenshot shows the 'Service Required' section where users select the type of application (New / Fresh Passport) and the type of passport booklet (36 Pages). The third screenshot shows the 'Previous Passport/ Application Details' section with dropdown menus for previous identity certificates and passports. The fourth screenshot shows the 'Family Details' section, which includes fields for Father's, Mother's, and Spouse's names, with a note that at least one is mandatory.

POLICY

The rules, standard operating procedures and workflows the company uses to provide the service.

- Service design is a central process in creating coherent and seamless user experiences.
- However, in an environment where **policy** is a major factor in shaping services, it can feel as though policy has been developed in isolation from delivery bodies and the end users of services.
- As such, it is an imperative for policy development and service delivery teams to engage the public together in co-creating policies and services.

POLICY CYCLE



To imagine where service design can be applied in the policy cycle, we can express policy in design terms as “a guideline or framework that delineates the kinds of services and products, the relationships and the manner of the interactions that are possible, encouraged or discouraged within and by a particular human system.”

Examples:

1. Concierge Services



2. YONO app

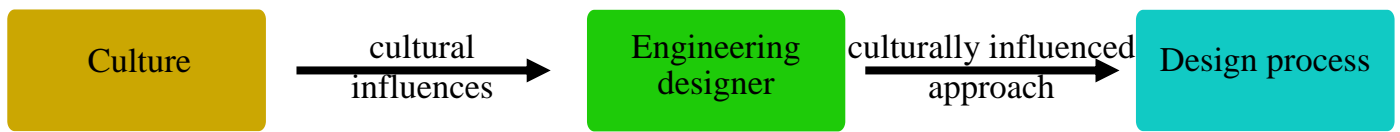


CULTURE

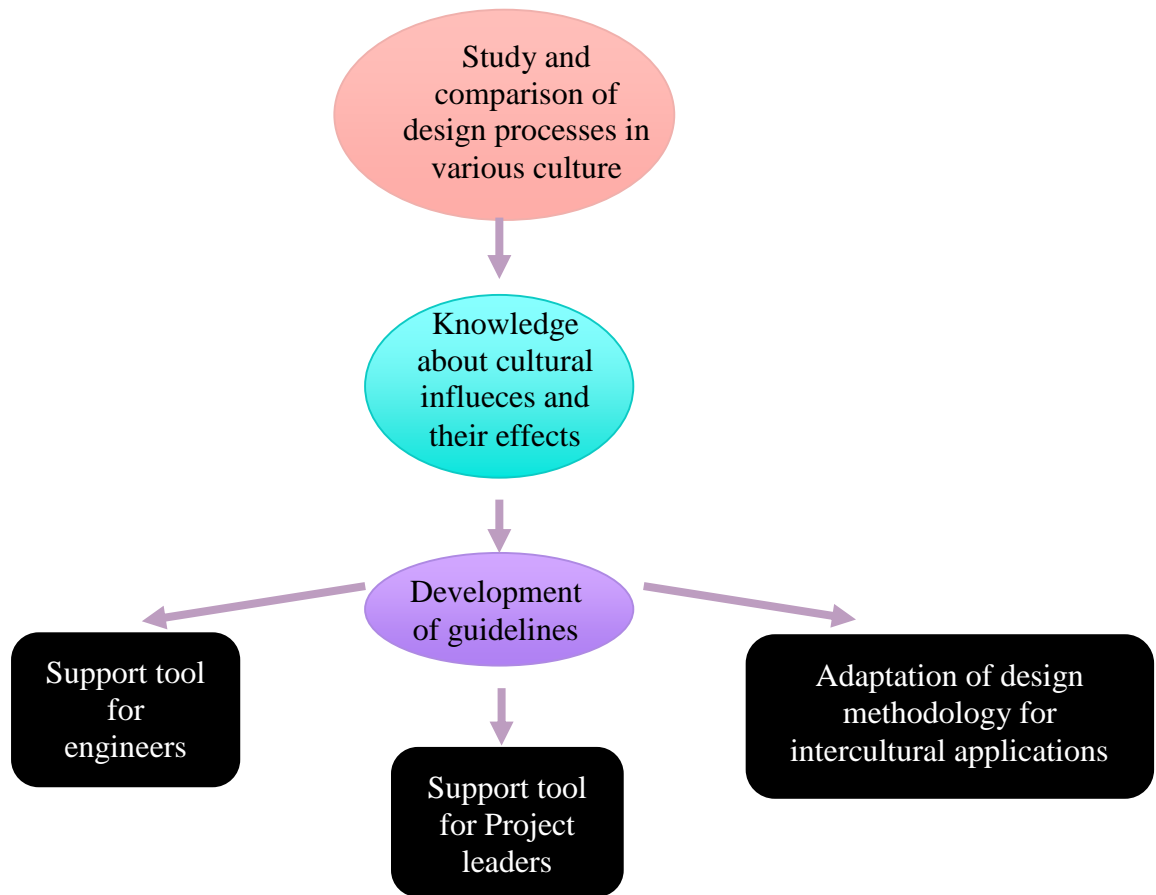
Culture: sort of 'software of the mind'

Ways of thinking of a person:

- Unique - belongs to the individual's personality level
- Partly shared with others - belongs to the collective level
- Cultural influences on engineering designers and their effects on design processes



Research approach



Examples:

culturally aware services and service offerings



The dining concept Conflict Kitchen in Pittsburgh, solely serves cuisine from countries with which the US is in conflict.

The concept's aim is to expand the engagement the public have with food, culture and politics by offering an experiential opportunity for customers to encounter another side of the conflicted country's story.

In addition, talks, film screenings, concerts, and events such as virtual cooking classes are hosted, to involve customers' in 'more meaningful dining experience'.

The restaurant creates a constantly changing site for ethnic diversity in the post-industrial city of Pittsburgh, as it has presented the only Iranian, Afghan, Venezuelan, North Korean, Haudenosaunne and Palestinian restaurants the city has ever seen.

BIBLIOGRAPHY

All the links/PDFs related to SERVICE DESIGN can be accessed from below link

<https://aakashmatttoo.github.io/DSN-2096/>

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