

# MODULE~III\*

\*flipped classroom

# SERVICE DESIGN

# SERVICE

a service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.



“ A service is like a first date – you will never get a second chance to win a customer’s heart ”

# 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.

Provides a systematic and creative approach to:

- meeting service organisations' need to be competitive
- meeting customers' rising expectations of

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

# people

Anybody who contributes to the service either directly or indirectly.  
They are the recipients of the service, for whom the service is enhanced.

# what happens after a POOR CUSTOMER EXPERIENCE



Will never use a  
COMPANY again



Will recommend friends not  
use that COMPANY



Will take revenge by  
posting review online

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US businesses usually use \$83 billion due to poor customer service



Will share a poor  
experience on social media

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:

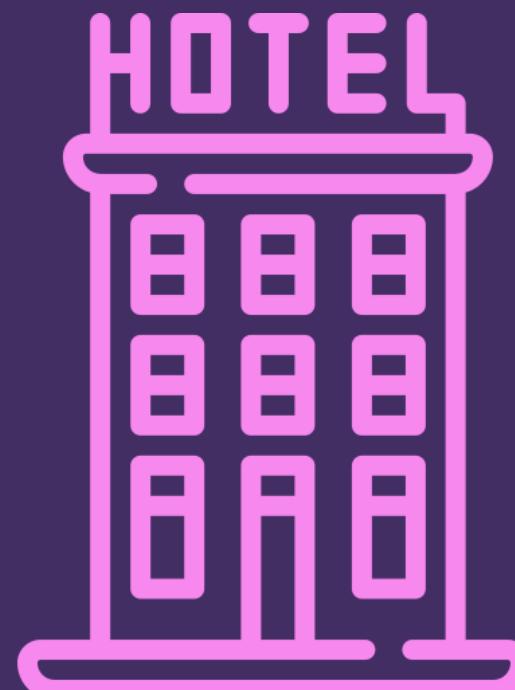
- 👤 **Customer journey maps** (to find the customers' touchpoints, barriers and critical moments)
  
- 👤 **Personas** (to help envision target users)

Imagine a restaurant where there are a range of employees : servers, busboys, and chefs.

server



chef



busboys



diner

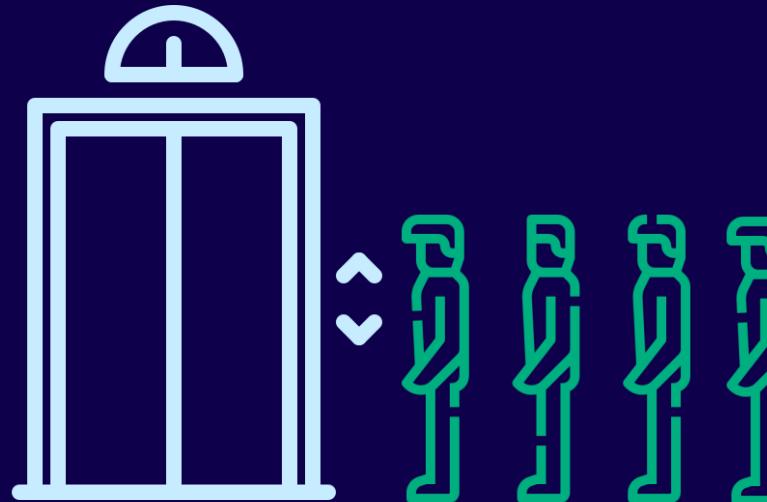


# examples

**Myyrmanni MALL Lift SERVICE**



STEEL lift



GLASS lift

# examples

## 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.

# ASSE<sup>T</sup>S



# assets

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

# assets



- 💡 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.

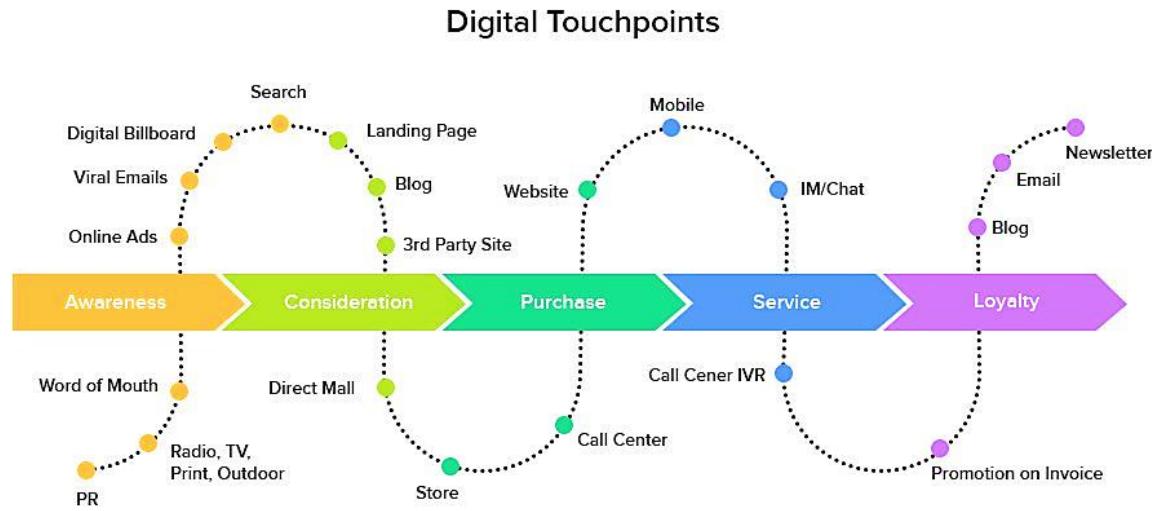
## CUSTOMER TOUCH POINTS

Know, Like, Trust, Try, Buy, Repeat, Refer



ACCREDITED DIGITAL EDUCATION

**DSM** | DIGITAL  
SCHOOL OF  
MARKETING



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

## Physical Touchpoints



Managed Touchpoints



Unmanaged Touchpoints

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.

# examples

Primary examples of efficient physical touchpoints for marketing purposes include:

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

# examples

## 1. Advertising brands

**iPhone 11 Pro / Pro Max**

**ANNOUNCED:** Sept. 10, 2019

**RELEASED:** Sept. 20, 2019

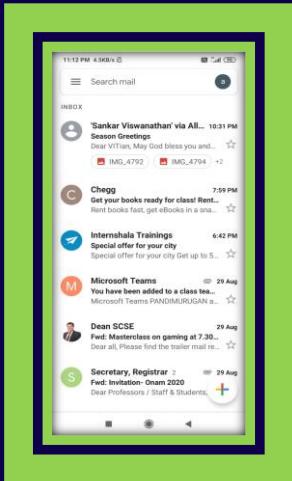
**KEY FEATURES:** 5.8-in. and 6.5-in. Super Retina XDR display for the 11 Pro and 11 Pro Max, respectively; new triple-camera system with an ultra-wide camera lens; new A13 bionic processor; up to 5 hours more battery life; fast charger included; stronger, matte-finish glass enclosure.

**PRICE:** \$999+

TV ads

# examples

## 2. Digital Marketing



E-Mails



Brochure



Business Cards

# examples

## 3. PassPort Website

The image displays four screenshots of a mobile application interface for passport applications, arranged horizontally. Each screenshot is enclosed in a yellow rectangular border.

- Screenshot 1:** Shows the initial application form. It includes fields for "Service Required" (Applying for: New / Fresh Passport, Type of Application: Normal, Type of Passport Booklet: 36 Pages), "Applicant Details" (Applicant's First Name, Middle Name, Surname, Aadhaar No., Gender, Marital Status, Date of Birth), and a question about birthplace ("Is your Place of Birth out of India?").
- Screenshot 2:** Shows the "Applicant Details" section in more detail, with fields for Applicant First Name, Middle Name, Surname, Aadhaar No., Gender, Marital Status, and Date of Birth.
- Screenshot 3:** Shows the "Previous Passport/ Application Details" section. It includes questions about previous identity certificates, diplomatic passports, and unissued passport applications, along with dropdown menus for answers.
- Screenshot 4:** Shows the "Other Details" section. It includes a question about criminal proceedings and dropdown menus for answers. Below it is the "Family Details (Father/Mother details, at least one is mandatory)" section, which contains fields for Father's/Mother's First Name, Middle Name, and Surname.

# POLICY

# policies

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

# policies



- ☒ 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.

# policies

## 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

## Concierge Services



Making users work easier

# examples

## SBI YONO Cardless Withdrawal



Digitalization is next GENIE!

CULTURE

# culture

Culture is a collective phenomenon and is shared at least partially with other people living in the same social group.

# culture



Culture: sort of 'software of the mind'

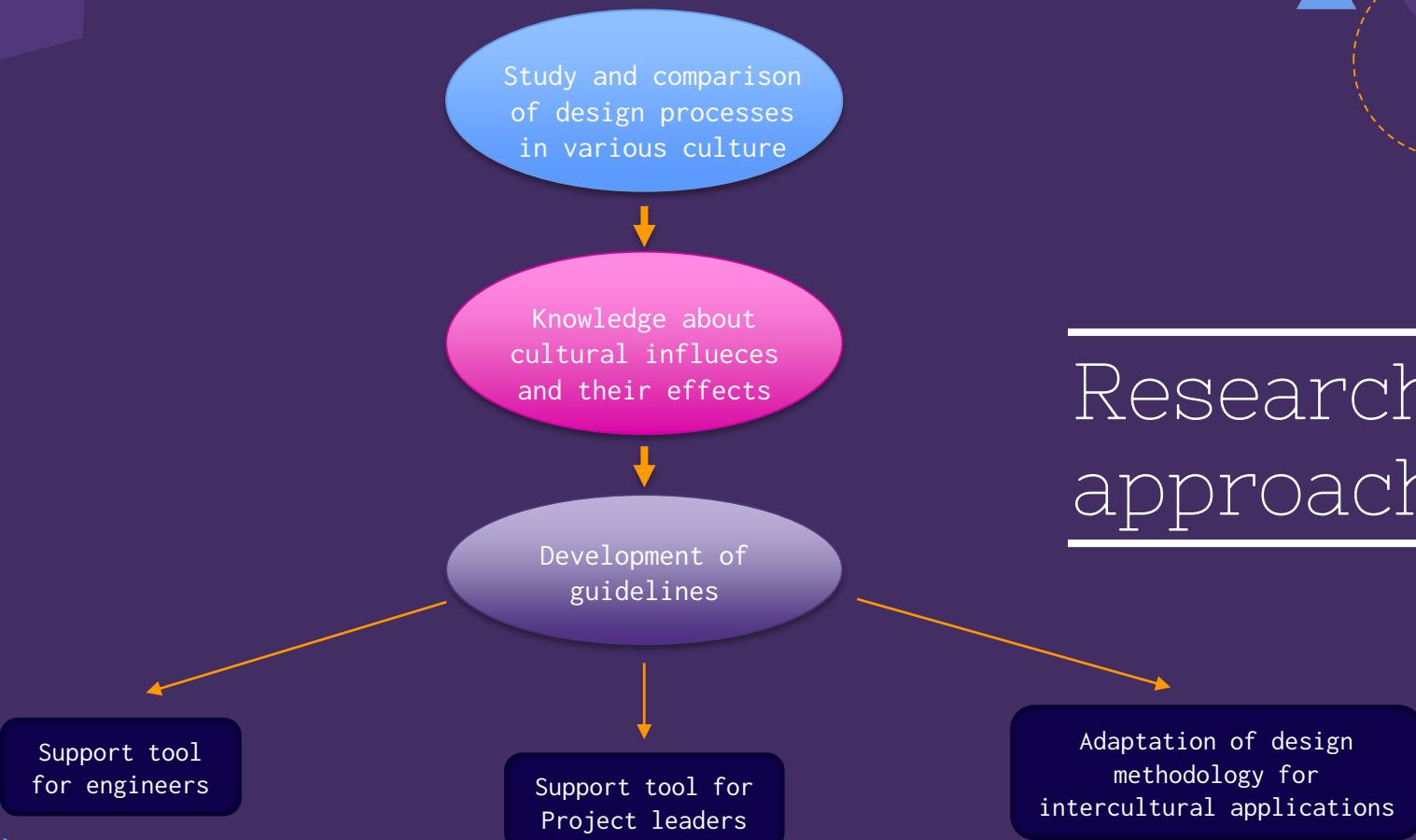
Ways of thinking of a person:

- ❖ 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.



# b.i.b.l.i.o.g.r.a.p.h.y

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

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

or

[click here!](#)



# thank you

## O.U.R-T.E.A.M

1.	JUHI SHAW	19BAI10038
2.	ADESH RRAJHESH NAIR	19BAI10058
3.	SAHIL GHULE	19BAI10076
4.	ABHINAV KUMAR SINGH	19BAI10078
5.	KARAN JAIN	19BAI10095
6.	KRISHAN KUMAR GUPTA	19BAI10114
7.	AAKASH MATTOO	19BAI10152
8.	CHIRANJEEVI SRINATH	19BAI10165

any doubts?  
any questions?  
any reviews?

1. People(*Aakash and Abhinav*)
2. Assets (*Adesh and Karan*)
3. Policies (*Krishan and Sahil*)
4. Culture (*Juhi and Srinath*)