

MODULE~III*

*flipped classroom



SERVICE DESIGN

SERVICE

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



“ 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.

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.

recipients of the service

OR

service provider

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

Similarly, we have DINER as customers.

server



chef



busboys



diner



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

Usually, businesses usually loose \$83 billion due to poor customer service



Will share a poor
experience on social media

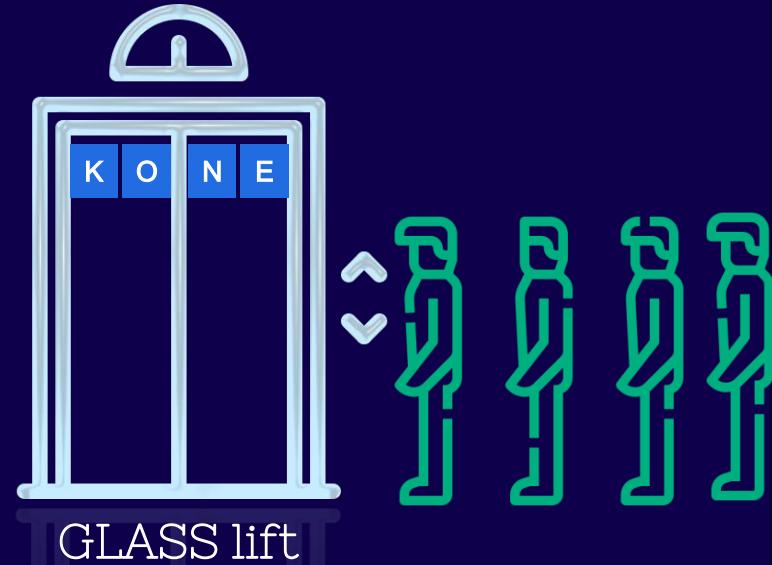
how to improve?

One bad customer service experience can swear you off a product forever, but one exceptional experience, on the other hand, can turn you into a lifelong and loyal brand advocate.

- 🕒 A rapid response time to service requests.
- 🕒 Responding to all customer feedback.
- 🕒 Self-service help documents.
- 🕒 A frictionless process for getting in touch with support.
- 🕒 Emotional intelligence.

examples

Myyrmanni MALL Lift SERVICE



examples

~~-exceptional-~~
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^TS



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

Physical Touchpoints



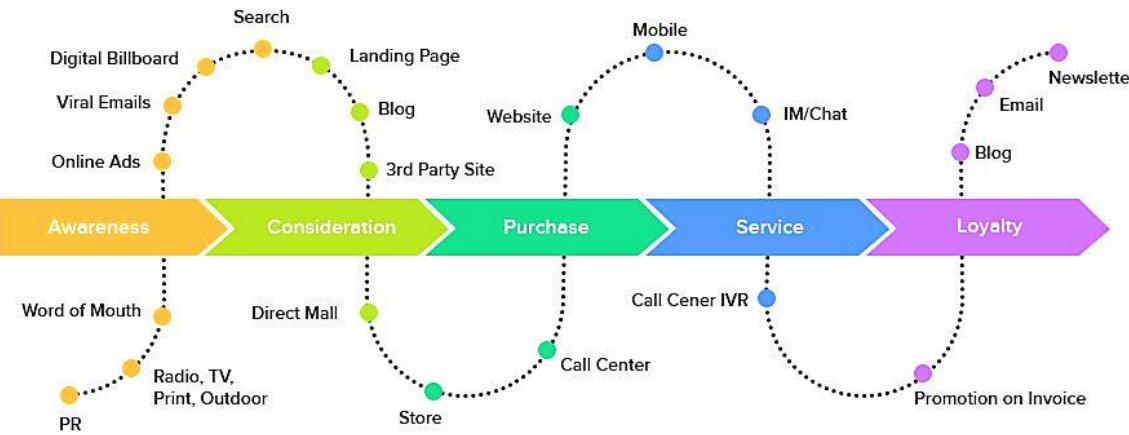
Managed Touchpoints



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



Physical touch points refer to those touchpoints that are tangible and not merely restricted to digital interaction. Some, as stated in next slide, 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

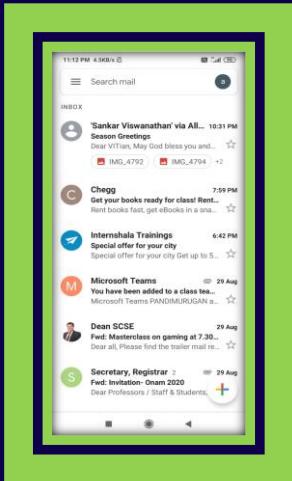
KEY FEATURES: 5.8-in. and 6.5-in. Super Retina XDR display for the 11 Pro and 11 Pro Max, respectively; new triple-camera system with an ultra-wide camera lens; new A13 bionic processor; up to 5 hours more battery life; fast charger included; stronger, matte-finish glass enclosure.

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), and "Type of Passport Booklet" (36 Pages). A "Service Provider" section is also present.
- Screenshot 2:** Displays the "Applicant Details" section. It requires input for "Applicant's First Name", "Middle Name", "Surname", "Aadhaar No.", "Gender", "Marital Status", and "Date of Birth". A question at the bottom asks if the place of birth is outside India.
- Screenshot 3:** Shows the "Previous Passport/ Application Details" section. It includes dropdown menus for "Have you ever held/held any Identity Certificate?" and "Detail of Previous/Current Diplomatic/Official Passport". It also asks if a passport was ever applied for but not issued.
- Screenshot 4:** Features the "Other Details" section. It asks if the applicant has been charged with criminal proceedings or any arrest warrant/ summon pending before a court of India.

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'

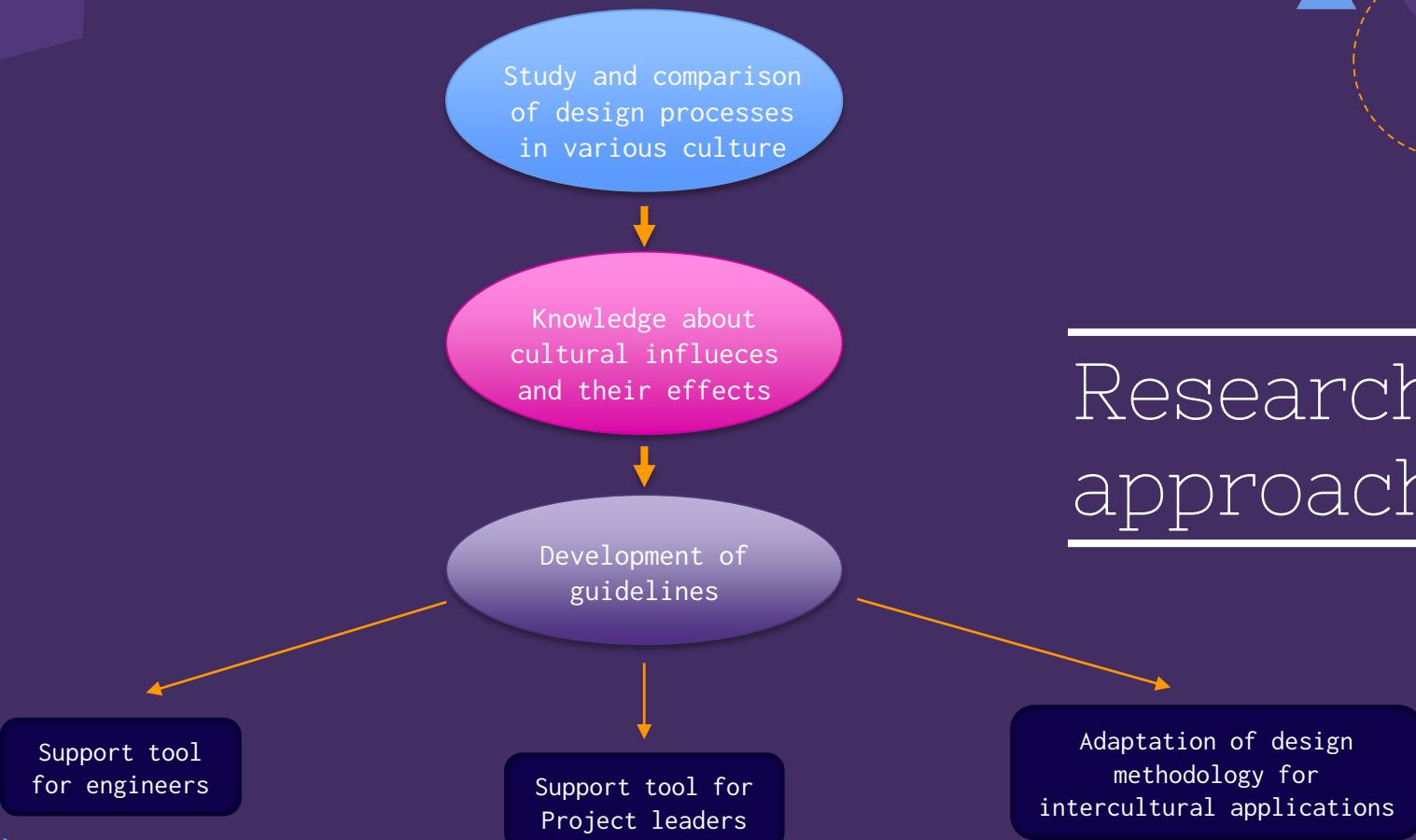
Ways of thinking of a person:

- ❖ 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

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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***)