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

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.

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. For example, although management has little direct contact with customers, they are still hugely influential in shaping their experience.

POOR SERIVE results into POOR CUSTOMER EXPERIENCE eg. US 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. Myyrmanni 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, thepurpose 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
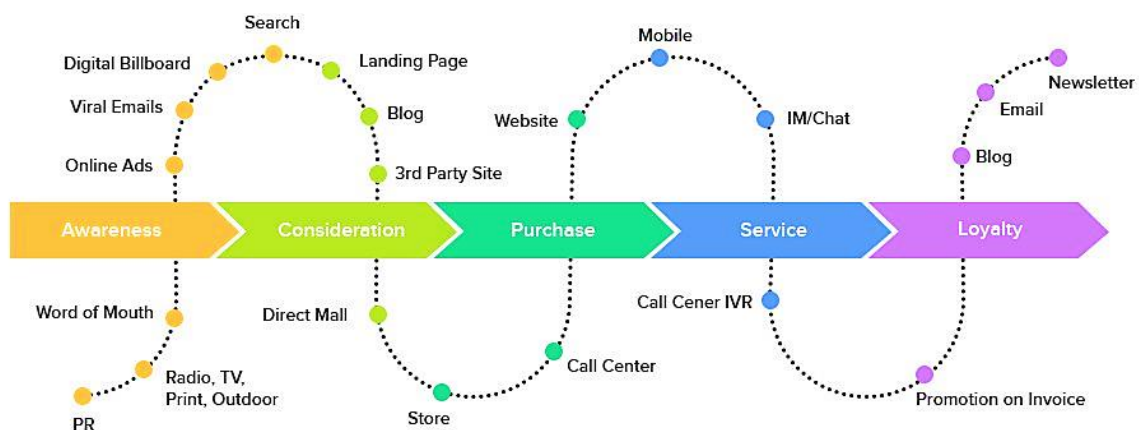
Examples:

Primary examples of efficient physical touchpoints for marketing purposes include:

- Personalised lanyards

- Brochures
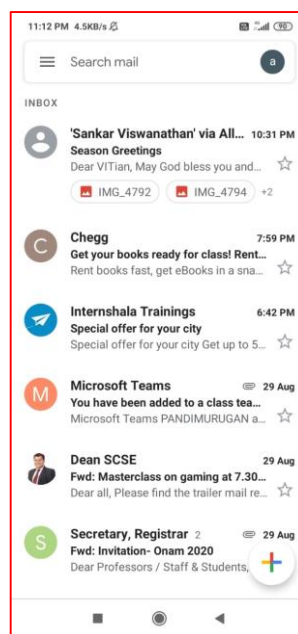
- Flyers

- Samples

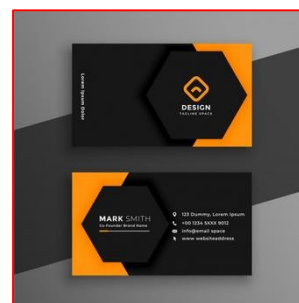- Printed plastic cards

Also,

1. Advertising Brands

TV ads

2. Digital Marketing

E-mails

Brochure
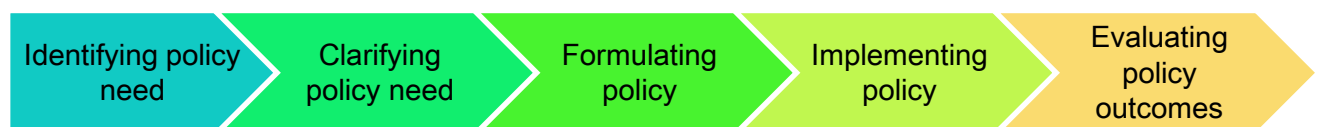

BusinessCARDS

3. Passport Website

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

Identifying policy need	Clarifying policy need	Formulating policy	Implementing policy	Evaluating policy outcomes

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:
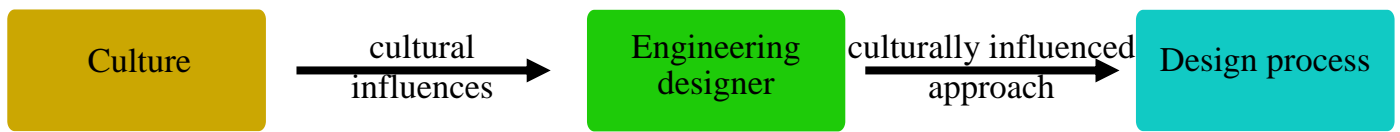
1. Concierge Services

2. YONO app

CULTURE

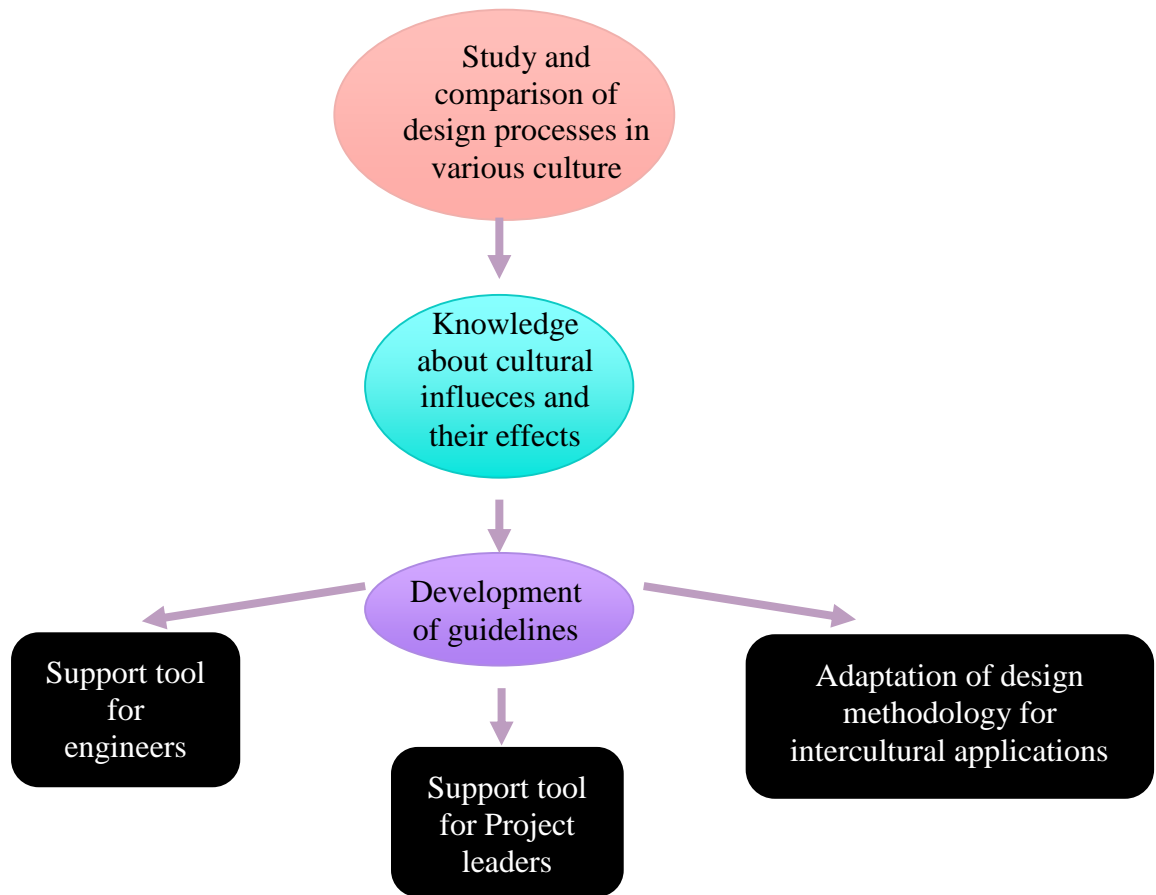**Culture: sort of 'software of the mind'**

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

```
Culture  --cultural influences-->  Engineering designer  --culturally influenced approach-->  Design process
```

Research approach

```
        Study and
      comparison of
    design processes in
      various culture
            |
            v
        Knowledge
        about cultural
        influeces and
        their effects
            |
            v
        Development
        of guidelines
       /     |     \
      v      v      v
Support tool   Support tool    Adaptation of design
    for        for Project     methodology for
  engineers     leaders        intercultural applications
```

Examples:

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://aakashmattoo.github.io/DSN-2096/

THANK YOU

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

SUBMITTED TO :

DR. PRIYANJALI GOGIKAR **(100198)**