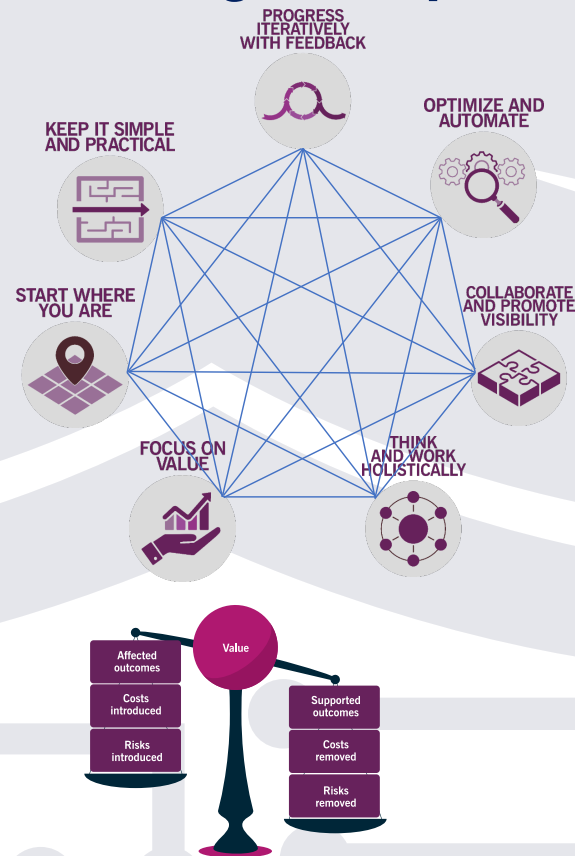
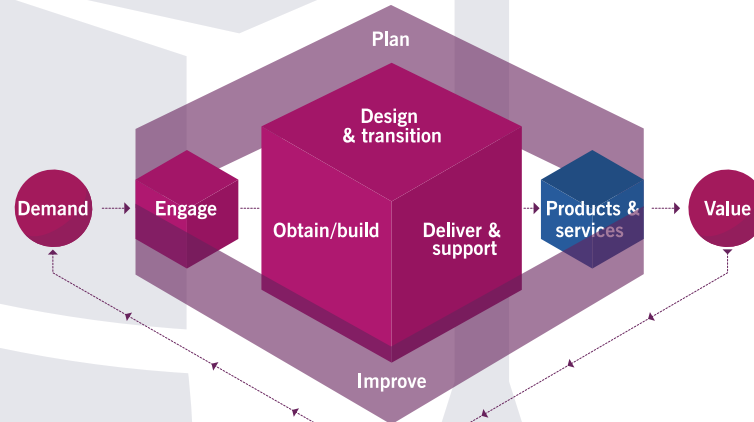


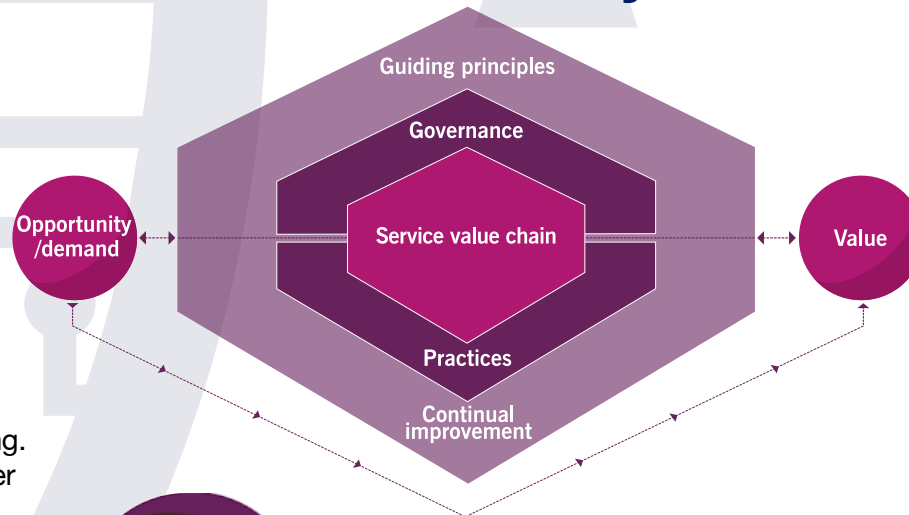
## Guiding Principles



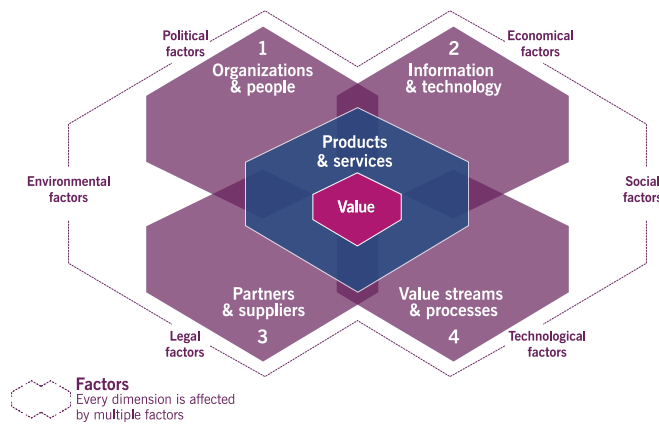
## Service Value Chain



## Service Value System



## Four Dimensions



## Continual Improvement



## What is service?

A **service** is a means of enabling value co-creation by facilitating outcomes that customers want to achieve without the customer having to manage specific costs and risks.

- **Value** is the perceived benefits, usefulness, and importance of something.
- An **outcome** is a result for a stakeholder enabled by one or more outputs.
- **Cost** is the amount of money spent on a specific activity or resource.
- **Risk** is a possible event that could cause harm or loss, or make it more difficult to achieve objectives.



## Utility/Warranty

**Utility** is the functionality offered by a product or service to meet a particular need.

- What a service does (fit for purpose)

**Warranty** is the assurance that a product or service will meet agreed requirements.

- How a service performs (fit for use)