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This Is Service Design Thinking: Basics, Tools, Cases



Synopsis

How to design and market services to create outstanding customer experiences Service design thinking is the designing and marketing of services that improve the customer experience, and the interactions between the service providers and the customers. If you have two coffee shops right next to each other, and each sell the exact same coffee at the exact same price, service design is what makes you walk into one and not the other. Maybe one plays music and the other doesn't. Maybe one takes credit cards and the other is cash only. Maybe you like the layout of one over the other, or one has more comfortable seating. Maybe the staff at one is friendlier, or draws fun shapes on the top of their lattes. All of these nuances relate to service design. This Is Service Design Thinking combines the knowledge of twenty-three international authors and even more online contributors from the global service design community and is divided into three sections: Basics: outlines service design thinking along five basic principles Tools: describing a variety of tools and methods used in Service Design Thinking Cases: vivid examples for the introduced fundamentals with real-life case studies from 5 companies that did inspiring projects within the field of Service Design At the end, a one-page "Customer Journey Canvas" is included, which can be used to quickly sketch any service on a single sheet of paper "capturing different stakeholder concerns: e.g. customers, front-line staff and management.

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Service Design Thinking is an emerging field that recognizes that the product design principles need counterparts in designing services for customers that are user centric; that are delightful,

pleasurable, usable all the while serving utility to the customer. Understanding the value and the nature of relationships between people, organizations is central to designing services. Viewing your service through the customers' eyes, and designing the experience to be consistent for the customer is the essence of service design thinking. Service Design methods and tools are ways for a business to gain a comprehensive, empathic understanding of customer needs. Service Design as a practice at consulting firms results in design of systems and processes aimed at providing a holistic service to the user. The best part of this book I liked is the set of cases discussed in the last section of the book. Includes service design projects in Europe by consulting firms of government institutions, a hospital, a bank among others. The cases explain the client's context, the specific service design problem being tackled, and make references to the methods and tools that were used in solving the problem. For example:- using an emotional customer journey map while designing for a new service offering at a bank, to understand what are people really trying to achieve, how, and what do they use. What are they experiencing and feeling while trying to reach the desired outcomes.

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