

Service Development & Design

(1)

⇒ See Marketing slides for product dev.

⇒ ~~Marketing slides for product dev.~~

New service dev.

stages :-

- Idea Generation
- Idea screening
- Concept dev. & Testing
- Marketing strategy dev.
- Business Analysis
- Product dev.
- Market testing
- Commercialisation

Designing a Service Concept

⇒ The service value proposition must integrate 3 components :-

1) Core product :-

— The benefit which customer seek

Ex. Airlines — Core product
Safe ^{speedy} transportation from
one place to another

2) Supplementary Services

- They augment the core product
- May help in differentiating the products

Eg. business lounges, food services during flight-

3) Delivery Processes

- Process used to deliver both the core and supplementary services.
- Use of flow charting or blueprinting

Service Blueprinting

→ It is a picture or map that portrays the service system so that different people who are involved in providing it can understand it regardless of their roles.

→ It is useful at design stage

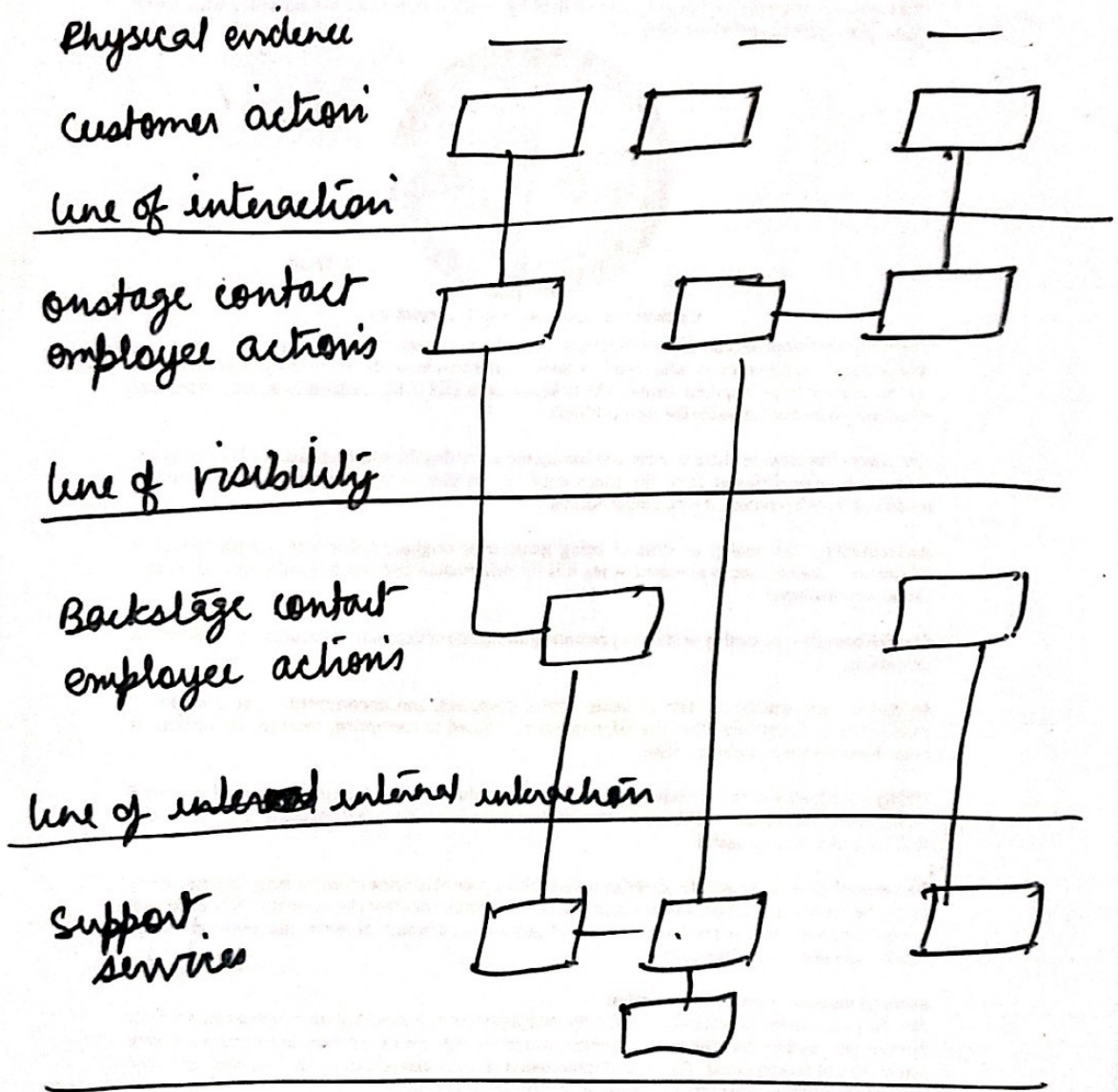
→ It visually displays:-

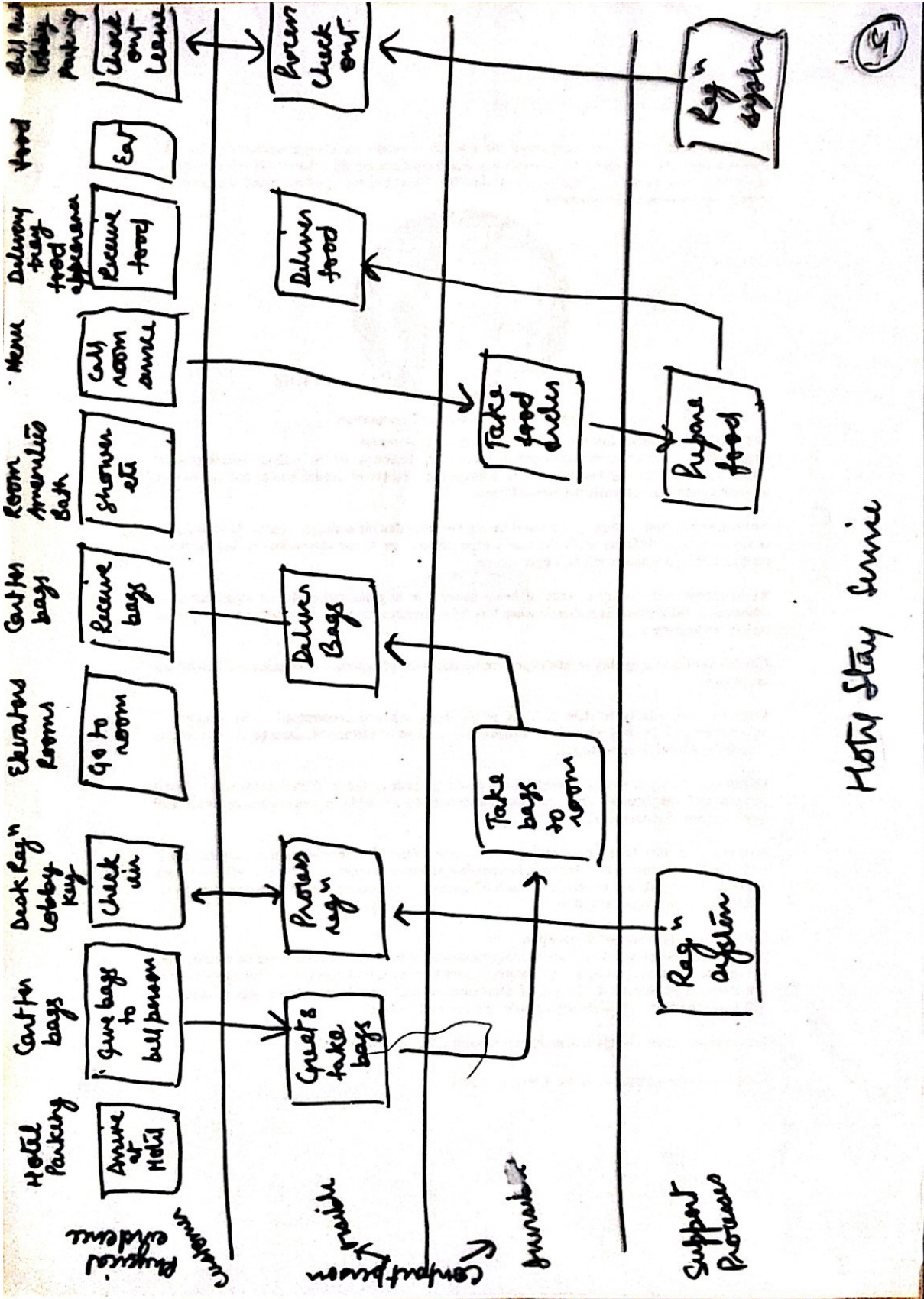
- the process of service delivery
- points of customer contact
- roles of customer & employees
- the visible elements of service

⇒ Various components are:-

- 1) Customer actions - activities that customer performs in purchasing, consuming & evaluating services.
- 2) Onstage contact employee actions - the activities that contact employee performs that are visible to customer.
- 3) Backstage employee actions - activities behind the scenes that are non-visible

4) Support processes - the activities that take place to support the employees to deliver the service. (3)





Hotel Stay Service

Building a service Blueprint

(5)

- Step 1 :- Identify the process to be blueprinted
- Step 2 :- Identify the customer segment
- Step 3 :- Map the process from customer's point of view
- Step 4 :- Map the contact employee actions, onstage actions, backstage actions, technology actions
- Step 5 :- ~~to~~ link activities to support functions
- Step 6 :- Add evidence of service at each customer action