

# Introducing Service Design



SUPPLEJACK™

# What is service design?

Service design helps your service deliver the experiences and outcomes your staff and customers need

- Their experiences of your service
- The outcomes in their lives and communities

# Why services?

About 70% of the NZ economy (by numbers and value) is service organisations

Simple, smart services can remove waste<sup>1</sup> and create value<sup>2</sup>

<sup>1</sup> Wasted time, energy and resources

<sup>2</sup> High-value time for staff and customers

# Why service design?

1. Even small services are increasingly complex
2. Customer and staff experiences are critical
3. Service interactions occur in real time over time
4. Higher-value experiences require real creativity

Service design is the right discipline for these challenges

# How does service design work?

You start by exploring people's desired experiences



Then you design your service touchpoints



Then you build your service support systems



Then you monitor and address your outcomes

# What happens in a service design project?

You start by identifying key project goals



You identify people's desired experiences



You design your service touchpoints



You build your service support systems



You finish by implementing & then monitoring

# What are some key tools?

## The customer journey

Customer experiences of your service in real time over time

## The touchpoint

The high-value points of contact between staff and your customers

## The process map

Your plan for lean service (efficient processes and systems)

## The blueprint

Your plan for achieving outcomes into the future

# What do you gain from service design?

## Simpler, more efficient

Your service wastes less time, energy and resources – you grow more efficient

## Smarter, more effective

Your service creates value for staff and customers at the right time in the right way – you grow more effective

# Is service design for you? Here's some checks...

Does your service...

- Give the exact experience people want?
- Use the right touchpoints in the right way?
- Have the right service support systems?
- Create sustainability outcomes?

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Thanks for your interest!



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