

# Introducing Sustainable Services



SUPPLEJACK™

# What is a sustainable service?

## It's simpler

Because simplicity costs less and is less prone to problems and failures – this makes it more efficient

## It's smarter

Because smartness creates better experiences for customers and better value for stakeholders – this makes it more effective

## It achieves sustainability outcomes

Because it sets out to! This makes it more productive.

# What is a sustainable service business model?

The service business model is about time

- Time is money (economy), but also...
- Energy and resource use (environment)
- Interactions and relationships (social & cultural)

A sustainable service model

- Sets out to have sustainability impacts through people's time
- Then makes simple and smart use of people's time

# Why sustainable services?

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

Sustainable services remove more waste<sup>1</sup> and create more value<sup>2</sup>

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

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

# What difference can service sustainability make?

## Change in service value

If services improved value by...

## Equivalent in GDP

This would equate to...

1% .....	Forestry
2% .....	Mining or local government
3% .....	Petroleum-based manufacturing
4% .....	Electricity, water & gas supply
6% .....	Central government
7% .....	Education
9% .....	Health
10% .....	Finance

# What's the problem with services?

## The mindset

Services don't make much difference (there's so many small ones)

## Complexity

Even small services can be complex, and wastes of time and energy are so easy to hide!

## Dumbness

Services can be hard for staff and customers to improve

## The result

Services don't generate the experiences and value they could

# What might a sustainable service look like?

## Motivated

Our service (and our partners) will make a big difference

## Simplicity

We will make our service simple so we can easily to manage its efficiency and not waste time or energy

## Smartness

We will create great experiences and value for our staff, customers and their communities

## The result

Our service is sustainable and profitable

# How might a sustainable service work?

It works properly for staff and customers



It doesn't waste their time: it creates valued time



It's easy for them to improve



It creates experiences and relationships they value



It profits itself, its stakeholders and communities

# What do you gain from a more sustainable service?

## 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

## Sustainability impacts

You make the difference you set out to

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

Do you want a service that...

- Aims to make a difference?
- Is simple, easy to manage and efficient?
- Is smart and effective in creating great value?
- Makes the difference it set out to?

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Thanks for your interest!



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