

# Customer Experience and Service Innovation

## case **KONE**

Service Design in Practice

5th Industrial Service Business Day

- ▶ Tuomo Ketola | Ego Beta
- ▶ Olli-Pekka Varis | KONE

# This is Ego Beta

The first and biggest **service design** agency in Finland.

We combine design of service experiences with business development.

Ego Beta is part of Ego group which specializes in managing customer experiences. Ego is part of Taivas group.

Ego group: Advertising Agency Ego, Service Design Agency Ego Beta and Consulting Agency Ego Delta.

Ego Beta has 17 experts and Ego group has 64.



# KONE Service Innovations – Harmonized Service Processes and Global Service Solutions



- Service business is 60% of Sales
- 13500 KONE service personnel meeting customers in the field every day
- More than 600,000 elevators and escalators and 300.000 building doors under maintenance contract

## Key figures 2007

Sales	EUR 4 079 million
-------	-------------------

Operating income	EUR 473 million
------------------	-----------------

Order intake	EUR 3 674 million
--------------	-------------------

Personnel	32 544
-----------	--------

# Service Design

”Service design is a process for identifying where, when and how service can be made more valuable to those who provide and receive it.”

**Engine Group**

“Service design can be both tangible and intangible. It can involve artefacts and other things including communication, environment and behaviours. Whichever form it takes it must be consistent, easy to use and be strategically applied.”

**Bill Hollins, Design Council (UK)**

”Design of experiences that reach people through many different touch-points, and that happen over time.”

**live|work**

# Service Design

- Design skills are a critical component of service innovation.
- Service design is similar to product design as it uses design methods to develop a new offering.
- Unlike goods, services are dominated by intangible elements.
- Service design focuses on bringing many intangible elements together into a cohesive customer experience.

## *Product Design Discipline*

User interaction design

---

Physical prototyping

---

Bill of materials

---

Product platforms

---

Production planning

---

Pricing models

## *Service Design Discipline*

Customer experience design (incl. touchpoints)

---

Conceptual prototyping

---

Service delivery blueprint

---

IT platforms

---

Service delivery training

---

Business models

# Service Innovation

## Elements of service innovation

- New (in the context of application)
- Creates value
  - To user (usage value)
  - To provider (business value)
- Can be copied / applied to another domain

# Service Experience

## Elements of service experience

- Service touch-points
- Service moments
- Service path
- Service channels