

Specialty

Service innovation

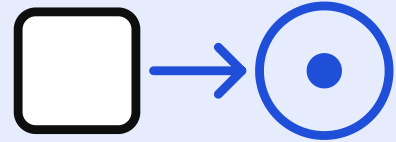
Creates new services or transforms existing ones, combining service design with management, innovation and customer experience.

In Spanish

Innovación en servicios

Origin

Kimbell (2014)



What problem it addresses

Innovating in services is different from innovating in products: what changes is how people work and how they relate to the customer.

Principles

A common language

Design, management and technology have to understand each other.

Test small

Pilots before changing the whole organization.

Inside and out

What customers see only changes if the way the organization works inside changes too.

Applications in design

✓ Use it like this

Test the new service with real customers in a pilot.

✗ Avoid

Launching a service without preparing the people who will deliver it.

👁 Don't fall for it

An innovative service the team can't sustain won't last.

Connections

Builds on

■ Service-dominant logic

Related to

■ Service blueprint

Authors and works

2014

Lucy Kimbell

Brought together research and cases on how innovative services are designed in organizations.

Sources

Secondary sources

- Kimbell, L. (2014). The service innovation handbook. BIS Publishers.

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