Our support in:

Service Engineering

Service Innovation Lab

UNIVERSITÄT LEIPZIG
sept
small enterprise promotion + training

iN4iN
intelligence for innovation

CONOSCOPE®
RESULTING GROUP
The Service Innovation Lab

The Service Innovation Lab (SIL) is a joint venture of the International SEPT Program of Leipzig University and CONOSCOPE GmbH.

Our goal is to support and professionalise the development and systematic optimization of services through scientifically based and sound concepts of service engineering.

The tools used and methods of service engineering transfer the philosophies of technology – oriented product development to the specificities of services.

As a consulting partner we assist and support innovation projects through all stages of the service development, from requirements analysis, idea generation and modelling services to the implementation of product and market testing.

Our range of support services is divided into two areas:
- Service Development
- Service Optimisation
Service Development

Service engineering supports the systematic development of new services along the process of innovation. This is structured into four sections:

1. **Need Analysis**
   Identification of market niches for new services using market analysis, benchmarking, portfolio analysis and the frequency relevance tools.

2. **Idea Management**
   Development and evaluation of ideas that can satisfy the needs of customers through tools such as Quality Function Deployment, Kano Model & other creativity techniques.

3. **Service Concept**
   Final specification of the service and the planning for the provision of necessary processes and resources using tools such as Service Blueprinting and Service Product Model.

4. **Service Testing**
   Evaluation and optimisation of the quality and reliability of services, prior to its launching, through the use of service simulation and service prototyping tools.

[Diagram showing the flow of the process from Need Analysis to Service Testing]
Selected Methods for Service Development

Kano Model

The Kano Model is a tool for the analysis of customer requirements. It distinguishes five levels of quality:
• Basic Characteristics
• Performance Characteristics
• Enthusiasm Characteristics
• Irrelevant Characteristics
• Rejection Characteristics

The desires of the customer represent the basis for the development of the customer-oriented services.

Quality Function Deployment

Very powerful tools like QFD (Quality Function Deployment) follow the innovation process from its very beginning up to the service design phase, and are so comprehensive that they can integrate customers’ requirements, service characteristics, benchmarking and detection of the most convenient characteristics where changes and upgrades must take place.

The customers’ requirements and the service characteristics which contribute to their fulfillment are introduced into the House of Quality. This makes possible to visualize the interrelations and also to identify positive or negative correlations between characteristics. This tool indicates where the innovation efforts must focus on.

The benchmarking included in the QFD indicates the targets for the innovation efforts considering the characteristics of the competitors’ products services and their capability to fulfill the customers’ requirements.
Optimisation of Service Process

The optimisation of service processes is carried out in the context of a structured process of four stages:

1. **Process Documentation**
   - Service Blueprinting

2. **Process Analysis**
   - Target Costing, FMEA

3. **Process Optimisation**
   - Service Simulation

4. **Process Implementation**

Record and analyse detailed information about processes in the organisation that have an impact on the expense, time or quality of service.

Analyse the recorded process depending on the target – setting around the weak points or identify cost drivers.

Costs, time and resources required for every alternative can still be investigated before the implementation.

Implementation of the best evaluation alternative. The success factors is the efficient management of organisational change.
Selected Methods for Service Optimisation

**Service Blueprinting**
Service blueprinting makes the visualization and optimization of service processes possible. By differentiating the levels of interaction with the client and analyzing the activities and routes, this tool makes possible to detect critical parts of the process and to discriminate resources and costs related to each activity or stage. The main effects of this tool lead to increase the customer satisfaction, efficiency and efficacy of the processes in all their stages.

**Process Analysis – FMEA**
Complementarily, a FMEA (Failure Mode and Effects Analysis) helps reach higher quality levels by detecting the potential errors in the service processes before they take place, and hence reduce the probability of failure in the implementation phases.

**Service Simulation**
Services may be viewed as complex systems and the individual components must be optimally combined and coordinated. Main components used here are the individual sub-processes and resources.
Through Service Simulation complex service systems can be analysed and tested. By mapping of the service process and the related resources used, a simulated model can be tested quickly and inexpensively in different service configurations. It focuses on the following dimensions: processes, costs, time and resources.
Services offered by the Service Innovation Lab

Trainings / Workshops

As part of a one or two – day training courses tailored to your needs, the Service Innovation Lab offers your organisation an overview of the methods of service development and process optimisation. Here we present the philosophy of service engineering and teach basic methods and tools.

In the course of the training, practical exercises follow the phases of the typical service development process and the methods presented as examples. In particular, the cases deal with challenges that arise from the integration of the customer in the service process.

Project Consulting

The Service Innovation Lab supports companies throughout the entire process of service development and optimisation or in selected phases. Our approach relies on the proven methods and tools of service engineering.

If you already have identified specific areas of action for an innovative project, we support you in its realisation. We work with you to design the project in close cooperation with your staff.
Contact

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