



Service Design Australia



SO WHAT IS SERVICE DESIGN?

Service Design is the thinking and design that goes into every interaction that a service organisation has with its customers, in such a way that the organisation delivers both a dramatically improved customer experience and increased profitability.

The conventional wisdom is that Business cannot improve both service levels and profit at the same time. Service Design resolves that conflict by employing a skillset and toolset which uses Business, Research and Design expertise to develop a service so that it is 100% centred around the needs of the customer at the same time as being aligned to the internal workings and capabilities of the organisation.

Service Design helps companies hear the needs of customers in new ways, create solutions to meet these needs, and deliver financially stable options.

OKAY, HOW DOES IT WORK?

It begins with understanding what a company is trying to make better. Service Design then helps to imagine a variety of solutions and decide which one would be most appropriate. They show how to make the new service idea come to life through the things that users of the service would experience, and helps to understand what needs to happen behind the scenes to ensure the service performs well.



WHY DESIGN A SERVICE?

New products have included design as part of their NPD process for decades. But unlike products, services are produced **only** at point of consumption. So when a service is also actively designed, it significantly increases the chances of the customer experience actually being delivered as it was intended. When that occurs consistently as part of the customer journey, it significantly enhances the value of the service for both the service provider and the customer.

If you're a commercial business, it's well worth looking at whether your offer is as worthwhile and enjoyable for customers as you intend it to be. The better the experience, the more they'll return and the more they'll spend with you.

WHO NEEDS THEIR SERVICES DESIGNED?

Anybody who provides a service, whether within a physical environment - such as a hotel, school, airport, hospital, or public transport system - or through other means, for example a mobile phone, cable television, or online.





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Touch Points
SERVICE DESIGN PERSPECTIVES