

Workshop

# SERVICE CO-CREATION

Collaborative value creation through bespoke experience design



2 Days



Delivery: Online or Onsite



Product Code: SCC

✓ CEO & Directors

✓ Business Manager

✓ Technologists & Digital Experts

✓ OD Experts

## DESCRIPTION

In an Experience Economy, providing great products and services is no longer enough. Instead, businesses have to develop highly personalized, human-centric experiences around their offerings based on the current and emerging needs of their customers to remain competitive and achieve sustainable success.

The most effective way to create bespoke service experiences is through the integration of diverse stakeholders into the service design process itself. This co-creative approach allows for unexpected customer insights to inform organizations how their services have to be adapted or newly created to stay meaningful and valuable for their buyers in the future.

Integrating a customer-focussed Outside-In approach into the Inside-Out service design process forms a holistic service innovation strategy that helps companies develop new and successful service solutions by empowering consumers to become their own experience creators.

Specifically designed for business leaders, this workshop will demystify business sustainability and provide insight as to why now, more than ever, it's time to create a new "business normal" that delivers a sustainable future for all stakeholders. You will get insights into trends & frameworks and the role of technology - and you will learn how to start building a sustainability business case for your organization.

## TAKE AWAY

You will co-create new services that provide outstanding customer experiences at lower risk and cost, using an Outside-In service design approach. You will tear down organizational silos to inspire cognitive flexibility and cross-functional collaboration within and beyond the boundaries of the business. You will learn how to lead a co-creation process to apply it again and again, both as individuals and as a team, using industry-proven frameworks and practical tools that reliably catalyze creativity and innovation.



## CONTENT OVERVIEW

The Learning Journey starts with a carefully curated Insights Survey that you will use to interview a selected customer or partner about your services and their needs.

Based on the results of this pre-assessment, we customize the contents of the Co-Creation Journey to your specific situation to ensure maximum value of the training for you and your customers.

Each of the three learning sprints is executed in 4-6 iterations of 2-3 hours virtual collaboration, or in two full days live.

### Sprint 1 - Co-Create

This sprint is designed to identify at least one new service idea based on a shared understanding of current as well as future customer needs. We will strategically break up silos within your organization to combine diverse ways of thinking and inspire innovative client experiences. Based on the findings from the Insights Survey, we will work with personas and a hypothesis approach to define at least one

specific new service solution in relation to the pains and desires of your target group.

### Sprint 2 - Co-Build

In this phase, the service idea(s) identified in the first sprint will be refined and developed in a co-creative prototyping process between selected customer groups and the service development team. This participatory approach reduces development risk by testing new services with at least one real client through an integrated feedback process to validate the value you provide.

### Sprint 3 - Co-Scale

The last sprint is dedicated to the development of a growth roadmap, using a scalable sales architecture for the new service solution(s). Following a structured growth hacking plan based on the strategies of the best service providers worldwide, your tried-and-tested offerings can be sold to existing and new customer groups in an efficient way.

## METHODS & PHILOSOPHY

We know that complex situations require diverse perspectives and approaches to be de-constructed effectively. That's why we support you in the process of handpicking a variety of suited participants for the workshop to integrate different business functions as well as relevant stakeholders to tear down internal and external silos and achieve a 360 degree view on service design.

**„Thanks to the team of triangility - it was dynamite!“**

*Helmut Hoedl, Technology & Product Innovation Director  
NTS Austria*

## ABOUT US

The world needs more than just great management: It needs human-centered innovation. Diversity and liberated workplaces. More dialogue than discussion. Digital and technological sawiness. Responsibility beyond profits. Systems thinking and agility. Culture consciousness. The creativity of all.

We are a community with a wide range of disciplines, but one focus: re-define leadership for the 21st century.



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