

Workshop

SERVICE CO-CREATION WORKSHOP

Develop innovative services and offer an outstanding customer experience.



2 Days



Delivery: Classroom / Online



Product Code: SCC

✓ CEO & Directors

✓ Business Manager

✓ Technologists & Digital Experts

✓ OD Experts

DESCRIPTION

In today's experience economy, it is no longer enough to just sell good products and services. Instead, companies must learn to create highly personalized and human-centered experiences around their offerings by mastering the art of Service Innovation.

To deliver unique and bespoke customer experiences, companies need to actively involve their clients and users in the innovate service development process. Through cross-functional collaboration with customers around how services should be created or adapted to meet their needs and preferences, organizations can foster creativity by overcoming silo-thinking, enhance an emotional connection connection between their brand and customers, and increase profits by designing exactly what the market wants.

Whilst we cover how this works on both a strategic and operational level in our Service Innovation Workshop, its' higher purpose is to inspire a mindset shift in participants to think about value creation in a new and more holistic way: By looking at how new products, services, and experiences can benefit business, society, and earth, our philosophy is to foster a win-win-win approach when it comes to designing innovative services to make them profitable for all.

TAKE AWAYS

- You will analyze different global trends and their potential impact on your customers and business.
- You play with hypotheses and conduct experiments using agile methods, customer co-creation, and service design thinking. Based on our tried-and-tested Service Design Thinking Process and toolbox, you will develop innovative services that are grounded in meaningful and memorable customer experiences.
- You will break down silos within your organization and foster interdisciplinary, cross-functional collaboration to unleash new creative potential for service innovation by harnessing the power of diversity and collective intelligence.
- You will explore how you can strategically develop services that are not only financially viable, but simultaneously add value to society and the well-being of our planet.

OVERVIEW

Kick-off Session

Before the workshop, we will send you a questionnaire developed by our service innovation experts, which you can use together with a selected customer or partner to interview them about your current products and services, as well as their current pains and needs. Based on the results, we then adapt the content of the Service Co Creation Workshop specifically to your situation within our first Connect Session to ensure maximum added value for you.

The following workshop sessions are structured in 3 sprints that can be executed in 4-6 cycles of 2-3 hours if you opt for virtual delivery, or as a 2 full day live training.

Sprint 1: Co-Create

The first sprint is about developing a shared understanding of your customers' current and future needs and designing at least one innovative service idea and experience around them. To do this, we will provide you with strategies how to break down mental and relational boundaries within and beyond your organization. This is the foundation for bringing together different people with diverse mindsets for co creations that address the pains and desires of your target audience.

Sprint 2: Co-Build

In the second phase, the innovative service idea(s) identified in the first sprint are further developed in a collaborative prototyping process and tested immediately with your selected customer or partner. This inclusive and agile design approach reduces the development risk of your service innovation, as the partner / customer report on the perceived value of your new co creations through an iterative feedback process.

Sprint 3: Co-Scale

The final sprint is dedicated to developing a growth roadmap that provides a scalable sales architecture for your new service solution(s). Based on the strategies and tools of the best service providers worldwide, we help you design a structured plan for your innovative service and show you how you can effectively integrate it into your daily operations.

METHODS & PHILOSOPHY

Our Service Innovation Workshop is based on 3 integrated elements: Live-learning with the trainer in the (virtual) classroom, self-organized peer-to-peer learning, and on-the-job learning.

That means that our experienced coaches and facilitators will share their expertise around service design thinking in interactive live sessions, whilst participants further develop and deepen their new know-how in groups in between the sprints.

Since the practical application of training contents is essential for change and innovation to unfold, we provide access to our carefully curated triangility content library in which participants can find a variety of simple and effective exercises, templates, frameworks, processes, and tools for designing innovative services. These resources can help individuals to carry out further service co-creations on their own, in their peer groups, as well as with their teams, partners, and customers outside the workshop context.

CONTENT & FLOW

Kick-off Session

In this very first session, the team will define a shared purpose, as well as collaboration principles and practices for the upcoming workshop. Moreover, participants will analyze the results from the Service Innovation Survey as a basis for exploring the new service they want to design:

- Identify the value you want to create for your customers
- Understand your customers' challenges, wants and needs
- Map out your team's shared goals, commitments, resources, as well as risks when it comes to developing innovative services
- List specific roles, structures, processes, tools, and practices that will enable your team to develop services effectively and efficiently
- Revise your current business architecture to allow for more flexibility in the service design process
- Analyse which people have essential roles or strong influence on implementing service design thinking within your organisation
- Explore which digital capabilities you need to build, and what technology investments should you prioritize to foster service innovation and lean product management
- Benchmark the best practices from leading service providers and map out which of them you can use to guide the development of your innovative service

Sprint 1: Co-Create

In our first sprint, we will introduce you to the principles of service design thinking and develop a shared understanding of your clients' current and future needs. Based on that, we will identify at least one innovative service idea and customer experience around them.

- Map out which digital mega and consumer trends are most important for your business right now
- How might these trends impact you as a leader as well as your team / department / industry / the economy in the next 6-12 months?
- How might your customers' needs / mindsets / behaviors / consumption patterns in the next 6-12 months?
- Identify what products/services you currently offer, what value you create with them, what problems you solve, and how your strategy might have to change based on global mega trends and your customers' changing needs
- What do you need to remove/change/add to the services you provide today so they will still be relevant 6-12 months from now?
- Map out potential internal and external barriers that may prevent you from successfully adapting your current service solutions
- Explore what can you learn from leading service providers when it comes to transforming services into experiences
- Analyse on what type of customers your current services are designed for what kind of activities and tasks your services help them with, what problems your customers will be facing in the future, and what innovative services they could benefit from
- Define for what reasons your customers currently consume your products and services (rather than those of other competitors) by analysing which values and beliefs shape their purchasing decisions

- Brainstorm what kind of products / services your customers will need in the future and how they may want to consume / experience them
- Develop a list of ideas what kind of innovative services you could offer and conduct an analysis of their current and future market potential

Challenge:

Describe at least one innovative service idea that could appeal to the future needs of your customers in a short and concise service value statement.

Sprint 2: Co-Build

In the second sprint, we will further develop your innovative service ideas based on the following guiding questions that will help you to create a plan for testing their value:

- What is the elevator pitch for your service innovation?
- What intention (your North Star) will guide your service design process?
- What assumptions do you have around this service innovation? How can you test your hypotheses?
- How can you and your team practice your skills related to service design thinking and lean product management?
- What metrics are appropriate to measure success?
- How much potential does the innovative service idea hold for whom?
- How does your new service idea fit into your existing business model?
- What key partners, activities and resources do you need in order to make the innovative service part of your existing business model?
- How can you integrate customer co-creation within the service design process?
- What marketing channels can you use to communicate the service innovation to the relevant target group?
- How will the new service affect cost structure and revenue streams of your current business model?

Challenge:

Test your hypotheses around your innovative service with a selected customer / user / partner to find out the real value it provides. Analyze the possible effort required to fully develop and implement the service innovation, and map out the costs in relation to the benefits.

Sprint 3: Co-Scale

Finally, we will use the learnings from the test run of your innovative service idea to develop a Minimum Viable Product (MVP) which you can use as a pilot project in your company. We will also define a scaling plan so that your new service can grow sustainably.

- Analyse which established, growing, or not yet existing markets can you tap into with your service innovation
- Explore which new and emerging technologies you can use to improve your new service
- Brainstorm what you need to remove / change / add into your current business model for the service innovation to scale

CONTENT & FLOW

- Identify new competencies, activities, and resources that you need to develop on a personal & organizational level for the innovative service to grow from a pilot project into a successful new revenue stream
- Consider to what extent existing values and beliefs that prevail in your organizational culture may sabotage the growth of your new service, and think about what you can do to overcome this cultural resistance
- Determine what the successful implementation of your service innovation will look and feel like
- Explore how you can promote your organization's social and/or environmental responsibility through your innovative service

Challenge:

Determine as a team who will do what within the next 72 hours to get the launch of the service innovation pilot project going.



“Thanks to the team of triangility...it was dynamite!”

Helmut Hoedl - Technology & Product Innovation Director, NTS Austria

ABOUT US

triangility is a vibrant community of Learning Designers and Leadership Experts from diverse disciplines who join their forces to pursue on one common goal: To empower positive transformation in people and organisations through the principles, competencies, and practices of New Leadership.

We believe that the world needs more than just great management. It needs human-centred innovation. Diversity and liberated workplaces. More dialogue than discussion. Digital and technological saviness. Responsibility beyond profits. Systems thinking and agility. Culture consciousness. The creativity of all.

CONTACT



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