

SOM: Who are you and what are you doing here?




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The great mysteries...

1. Why isn't there a synonym for "synonym"?
2. Why don't sheep shrink when it rains?
3. When police arrest mimes do they tell them they have the right to remain silent?
4. When sign makers go on strike, who makes their picket signs?
5. Why the word abbreviation is so long?
6. "What exactly is it that you people in Service Operations Management do?"



Service Operations Management?
Manage Service Operations
Manage Service Processes

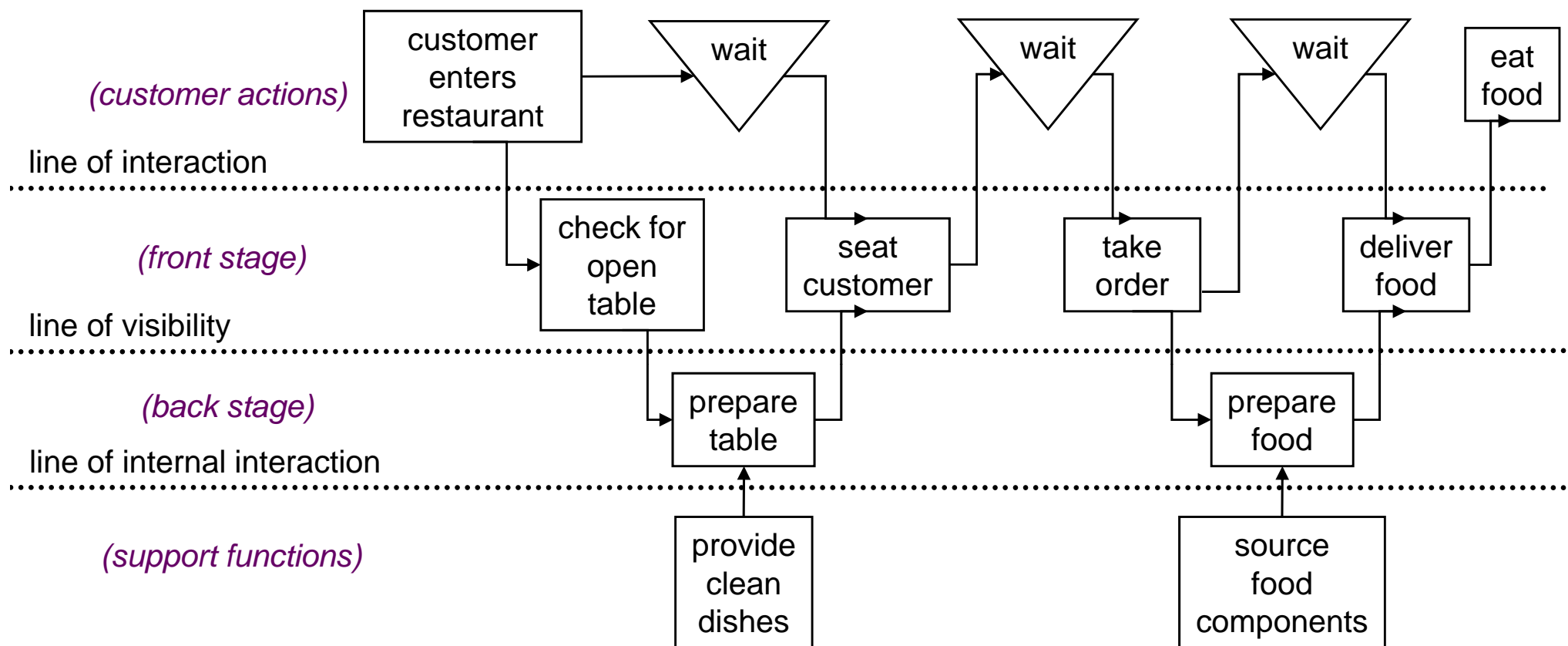
What are service operations?



“customer-intensive
resource transformation
(integration) processes”



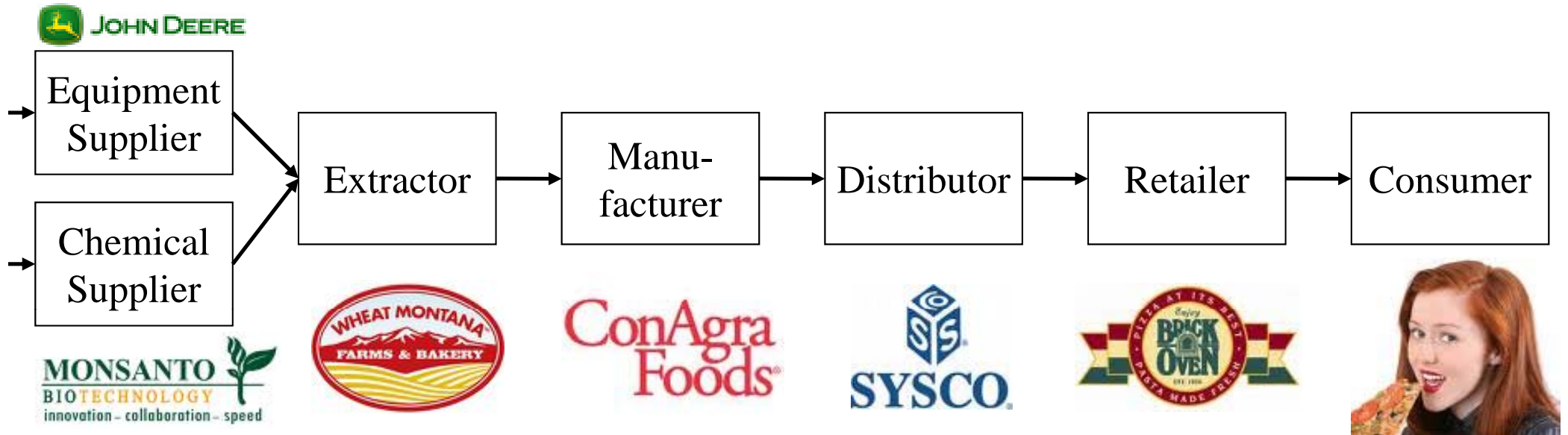
We believe in Service Blueprinting...



- ☺ captures interactions between a firm and a customer
- ☺ shows role of back stage processes in supporting front stage processes

- ☹ does not differentiate customer independent actions
- ☹ ignores customers of customers and suppliers of suppliers
- ☹ no network representation

We believe in Supply Chain Diagrams...



☺ represents networks of entities.

☺ documents dependencies among network entities.

☹ fails to capture interactions that occur between entities.

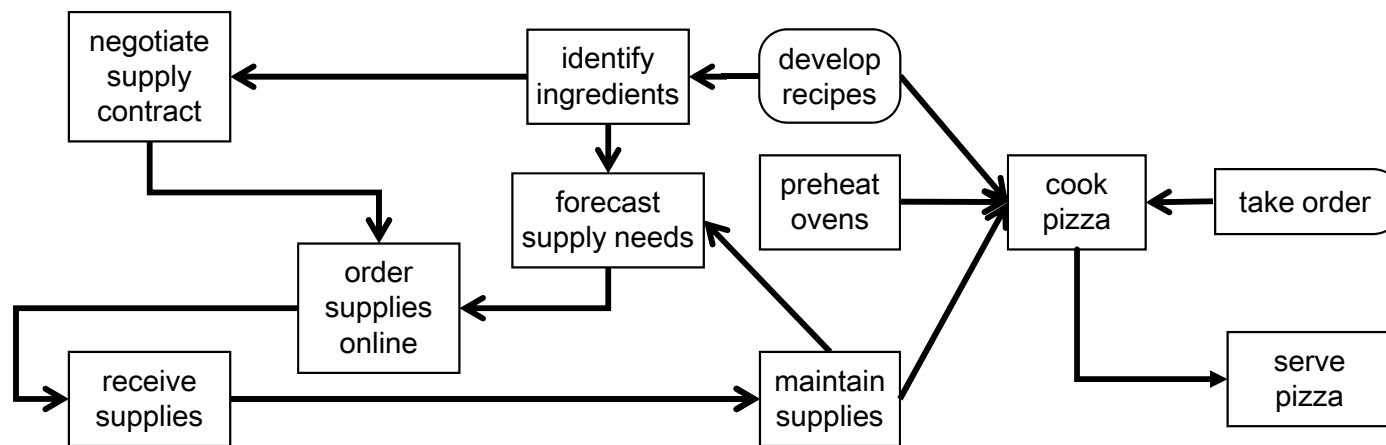
☹ focuses on product flows, not on process flows.

☹ usually assumes flows are one direction (“downstream”).

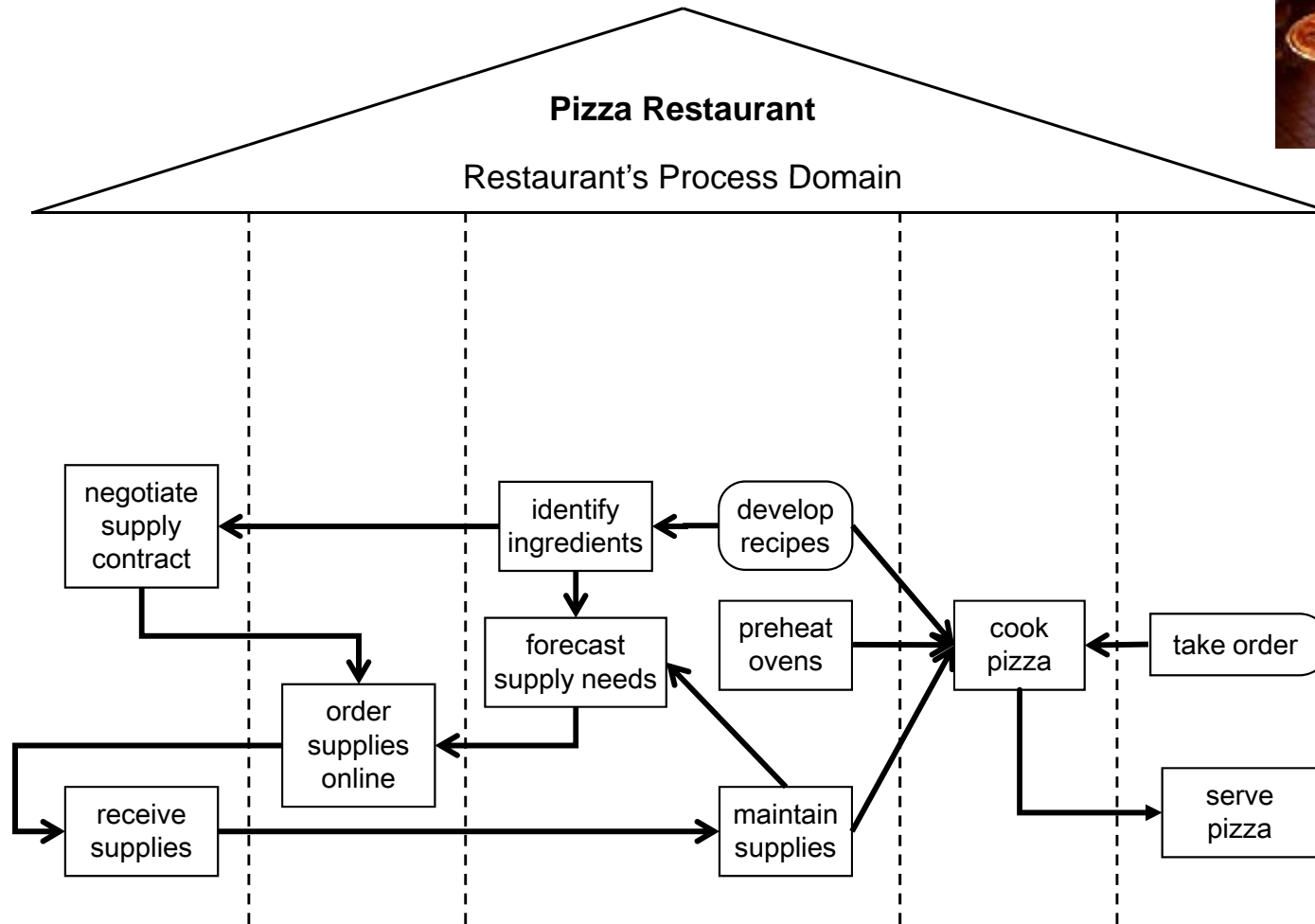


We believe in Interactive Process Networks!

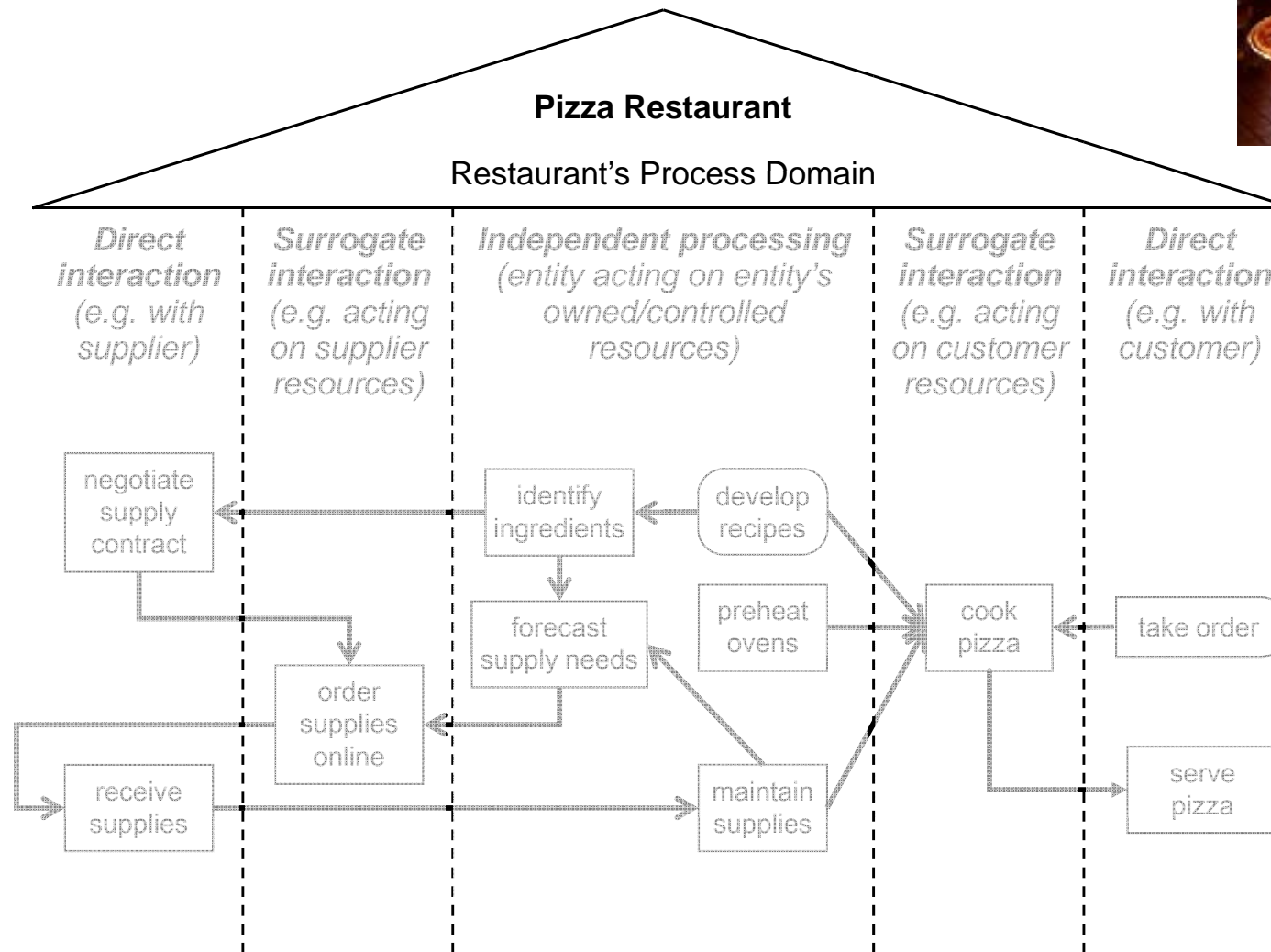
A process



A process entity



Three regions of a Process Domain



Three regions of a Process Domain

1. Direct Interaction

- Entity person acting in conjunction with another entity person.
- People with people.



2. Surrogate Interaction

- Entity person acting on/with resource(s) of another entity.
- People with things (belongings, information).

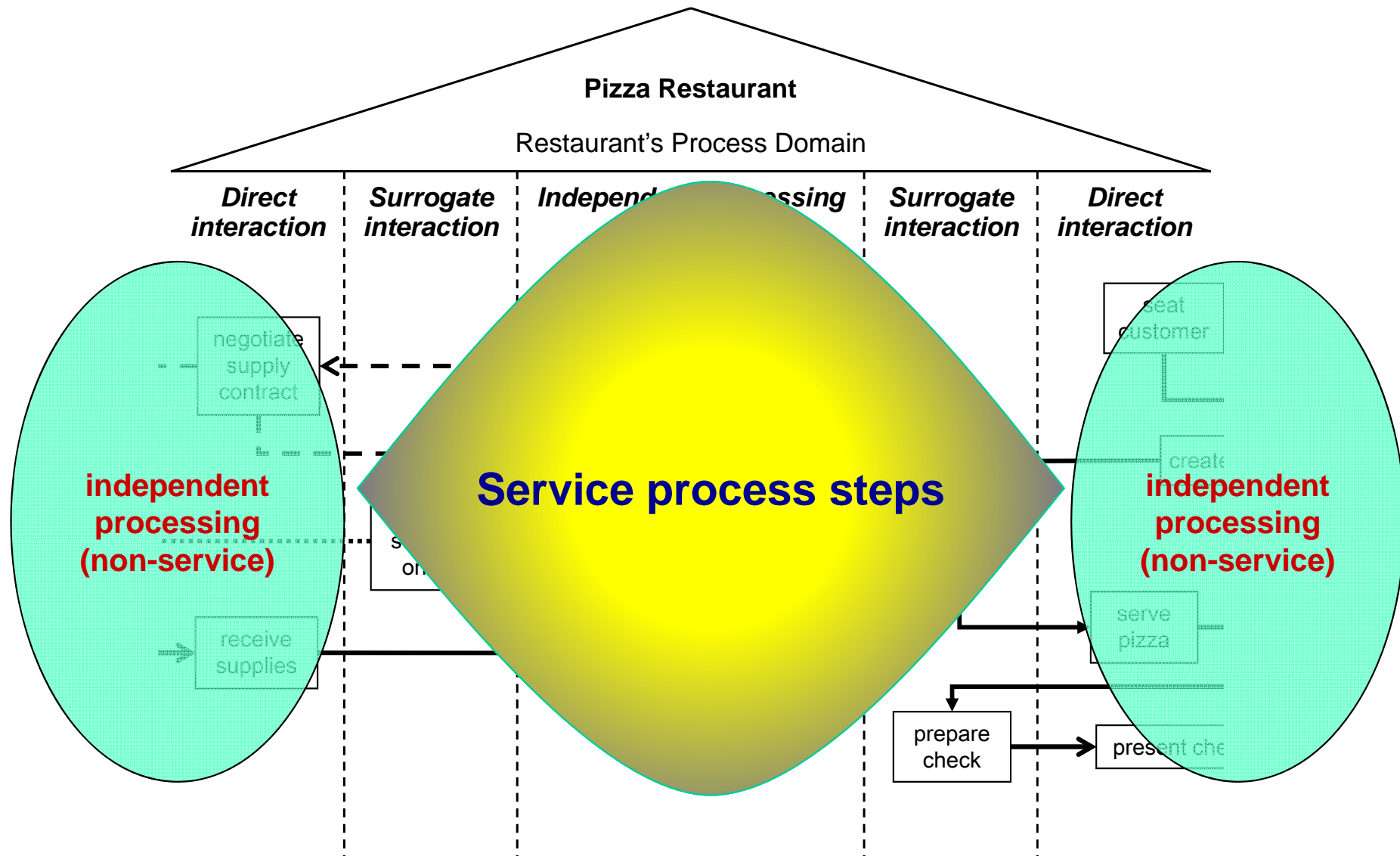


3. Independent Processing

- Entity acting only on/with entity's own resources.

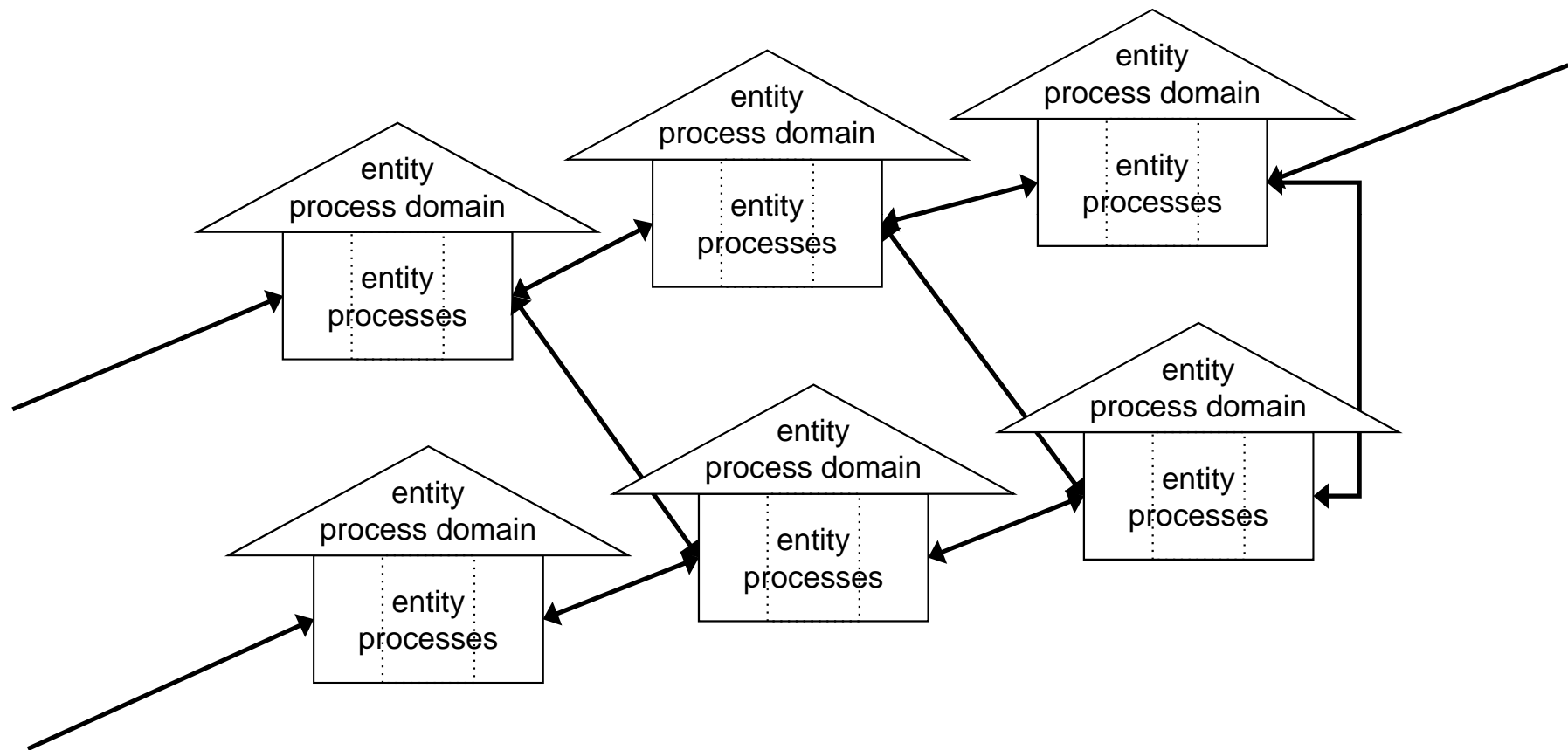


Networks of process entities



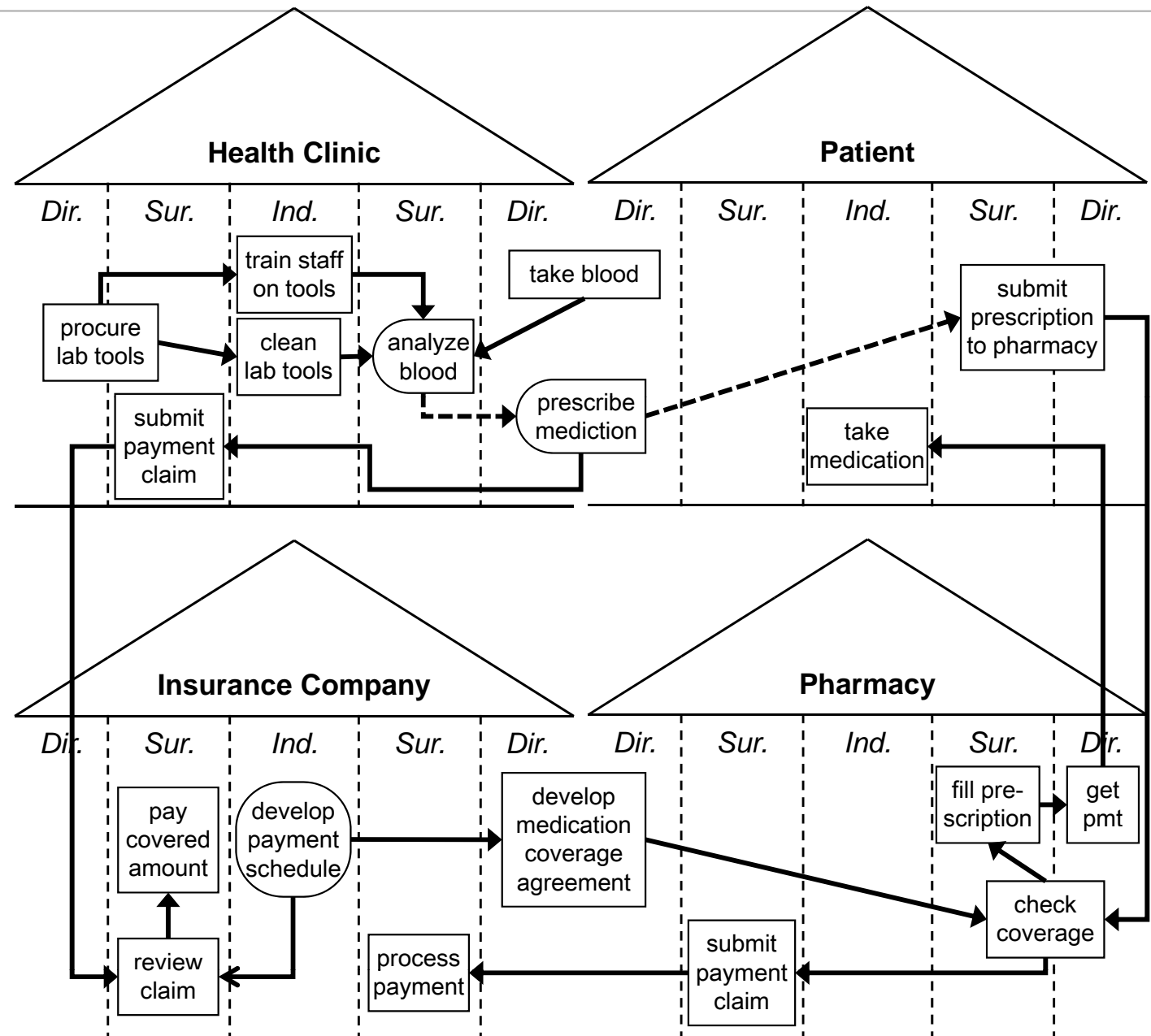
Networks of process entities

“Service is in the alleys”

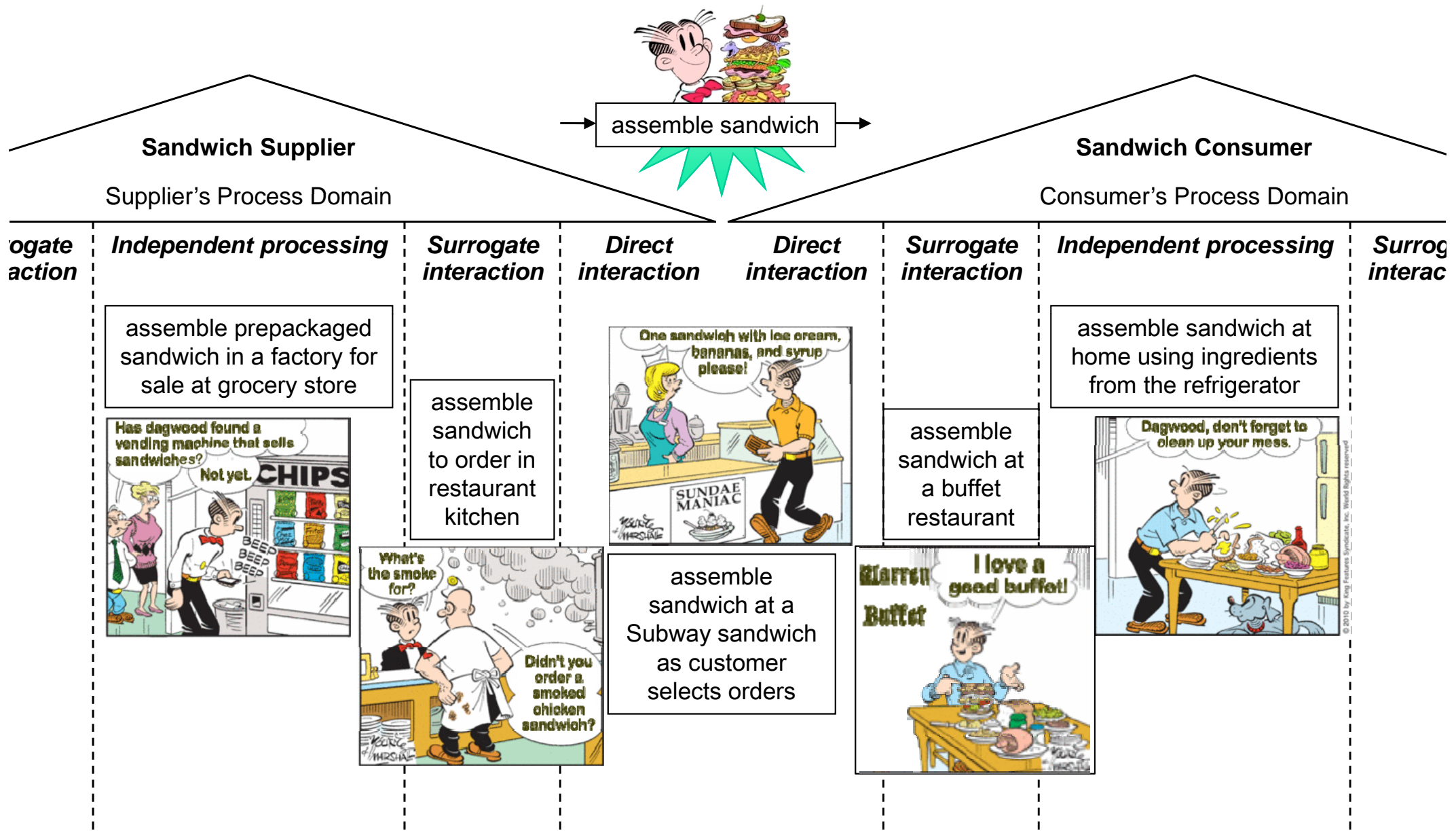


Sampson's Process-Chain-Network Diagram

Process-Chain Diagrams can span an unlimited number of entities.



Service is a choice!



Summary

Service operations are customer-intensive processes.

Non-service operations are independent processes.

Processes span supply-chain networks.

Service (customer-interactive processing) is a strategic choice!

P-C-N depictions of service concepts

