

MAKING THE SHIFT TO SERVICES

Customers increasingly demand services and solutions, not just products. For companies this can be an opportunity to increase their revenues and develop long-term relationships with their customers. However, making the shift to services is difficult and remains an aspiration for many. Arriving at a clear vision of the service offering is often the first stumbling block. What will be offered and how? What are the risks? How do we deliver and create – as well as capture – value?

Service offerings are often complex and need a detailed understanding of, and solid approach to, design if they are to satisfy customers *and* generate revenues. This is difficult, but not impossible. Some firms are already delivering successful services and some have even made the shift from being a product company to a service company. So how do these firms design this transition and what do they consider when developing new services and solutions?

Feedback from previous attendees

“The collaborative work created opportunities to learn different perspectives.”

“The toolset provided is practical and useful.”

“Great overall process of understanding how to develop new business opportunities and understand the customer perspective.”

“A key learning for me was how to take a structured approach to fleshing out and refining a new or existing service.”

By the end of the course, you will be able to use our tools to design new services and improve existing ones and support the successful integration of services into your organisation.

The course will give you new insights into:

- How firms design and re-design services and service offerings
- How prototyping a service works
- How tools such as emotion mapping, process mapping, business model innovation and blue-printing play a role in service design
- How to manage the transition and the service journey

Topics include:

- New thinking for service design
- Understanding the ecosystem – expanding your strategic horizons
- Defining the business model – focusing on your customers' needs
- Planning your service strategy journey
- Innovating the value delivery system – aligning resources and partners
- Service emotion – identifying and managing the customer's 'emotion journey'
- The role of big data – optimising service delivery and designing better solutions

The course will introduce the concept of 'service design thinking' through a series of tools and exercises, which will support you and your organisation as you make the shift to services. During the course you will also be given the opportunity to design a new service and/or enhance one of your organisation's existing services.

Drawing on the latest work from the Cambridge Service Alliance, this thought-provoking and practical two-day course considers how to design the shift to services. The tutors have a highly engaging and interactive teaching style and have delivered workshops to a host of clients in the public and private, manufacturing and service sectors.



Location

The course will be held at the Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS.

Cost

The workshop fee is £1800 plus VAT, which includes the course dinner on the first evening and all daytime refreshments. A discount of 10% is offered to Cambridge Service Alliance and IfM Members.

This course can be run in company, please contact us for further details.

EXECUTIVE AND PROFESSIONAL EDUCATION

UNIVERSITY OF CAMBRIDGE

Who should attend

This programme has been designed for managers and senior executives involved in any aspect of the design and delivery of services. Previous attendees have included:

- General managers and directors
- Service directors
- Operations managers and directors
- Business development and sales managers
- Technical managers and service engineers
- Global operations and service delivery managers
- Design and innovation managers

Programme leaders



Professor Andy Neely is Head of the Institute for Manufacturing (IfM), founding Director of the Cambridge Service Alliance and the Royal Academy of Engineering Professor of Complex Services. Andy is widely recognized for his work on the servitization of manufacturing, as well as his work on performance measurement and management.



Dr Veronica Martinez is a Senior Researcher in the Cambridge Service Alliance. Her work focuses on making and sustaining the shift from products to services. Before her academic career she worked in the automotive industry, and has worked with organisations including Daimler-Chrysler, Peugeot, Fidia and Highland Spring.



Dr Florian Urmetzler is a Senior Researcher in the Cambridge Service Alliance and is known for his work concerning emotions in services. Prior to joining University of Cambridge, Florian worked as a consultant in Switzerland and for Volkswagen, IBM and SAP Research.



Dr Mohamed Zaki is a Senior Researcher in the Cambridge Service Alliance. His work focuses on big data and its influence on business models. Other research interests include information governance, business intelligence and big data analysis.