Co-creation patterns: Insights from a collaborative service design tool

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The flow of the presentation

- Introduction
- Background information
- Research method
- Preliminary findings & conclusions
Introduction

- This study investigates co-creation activities in B2B service business practice using a visual collaborative service design research tool the CoCCo Cosmos

- The aim of this study is to contribute the identification of co-creation patterns in service, design and innovation research

- As a result five signposts of co-creation patterns are identified leading to co-creative business approach
Background information

- This study is a part of a research project From co-production to co-creation (2010-2013) funded by Tekes’ Serve program

- The aim of the CoCo project was to create new knowledge in service field and encourage the development of innovative co-creation service concepts

- Resulting concrete methods and managerial tools to be applied in companies offering B-to-B services
This study sees co-creation through a CoCo framework (Keränen et al., 2013; Ojasalo & Keränen, 2011)

The framework combines theoretically three different lenses of co-creation phenomenon in service business
- Including 15 sub-lenses

Lenses define how a service company should act in order to co-create value
Background information

- The study is based on empirical qualitative evidence from the three case companies and their customers
- Case companies are representing knowledge intensive B2B services (KIBS)
- Their customers are representing variety of fields having service business as a uniting factor

<table>
<thead>
<tr>
<th>Case companies</th>
<th>Suppliers</th>
<th>Customers</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Financial management services</td>
<td>C1 Business gift services</td>
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<tr>
<td></td>
<td></td>
<td>C2 Sports betting services</td>
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<td></td>
<td></td>
<td>C3 Regional commerce and industry services</td>
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<td>IT services</td>
<td>C4 Mobile software services</td>
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<td>C5 ICT infrastructure services</td>
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<td>C6 Education services</td>
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<td></td>
<td>Construction, real estate</td>
<td>C7 Crane business</td>
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<td>development and area</td>
<td>C8 Elevator and escalator business</td>
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<td></td>
<td>development consultation services</td>
<td>C9 Real estate business</td>
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</tbody>
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Background information

- The empirical data comprises pictures and tape recordings from 18 workshops

- One case comprises two pictures of the same service setting
  - One from the customer point of view
  - One from the supplier point of view

<table>
<thead>
<tr>
<th>Case</th>
<th>WS</th>
<th>CoCo Cosmos</th>
<th>Time</th>
<th>CoCo Cosmos</th>
<th>Time</th>
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<td>S9</td>
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CoCo Cosmos research method

- A visual collaborative service design tool
- Its aim is to support business partners to become more co-creative
- It enables collaborative communication, better understanding among the partners and opens new possibilities among partners
- The basic concept of CoCo Cosmos is based on family therapy approaches
CoCo Cosmos research method

- The core idea of the CoCo Cosmos is to build a picture of a service setting

- Both the picture and the process of building the picture allows stakeholders to understand their joint service business setting

- The picture shows for example following
  - Enablers of the relationship
  - Barriers of the relationship
  - Latent needs of the relationship
  - Relationships between the actors and activities
  - Amount of the activity among the actors and activities
The tool involves:
- Six sets of cards
- Three white board markers
- A game board

All the cards are laminated so the cards can be personalized and players can draw on the game board.

Each set of cards includes an empty card leaving a space for creativeness.

CoCo Cosmo research method
Five signposts of co-creation activities leading to a co-creative business approach

The most obvious signs of co-creation activities/ lack of them were the following:

1. Orientation to the long-term relationship (9/9 cases)
   - They had been more proactive and have had more customer interaction of the relationship that they were having at present
   - This would need a more research

2. Proactive dialogue & 3. Regular meetings with the customers (4/9 cases)
   - These two seem to be more intertwined appearing in the same cases
   - It seems that in relationships were actors meet regularly face-to-face they are more proactive and they seem to trust more in each other
   - They see their business setting more comprehensively and they consider each other as partners rather than supplier-customer relationship
Five signposts of co-creation activities leading to a co-creative business approach

4. The knowledge of customers’ and customers’ customers’ value creation (2/9 cases)
   - These B2B service suppliers seem to lack the full knowledge of their customers’ and their customers’ customers’ value creation
   - Opposite to this customers’ pictures highlighted the importance of understanding the customer’s value creation and customers’ customers’ value creation
   - In some cases customers and customers’ customers’ seemed to value different things than the suppliers think they value

5. Involving customers to the both strategic design and service design (2/9 cases)
   - It seems that only when customers are developing new value propositions they involve suppliers into strategic planning processes and service design processes
Thank you

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