



# 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





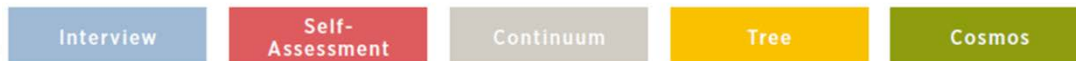
# Introduction

- 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



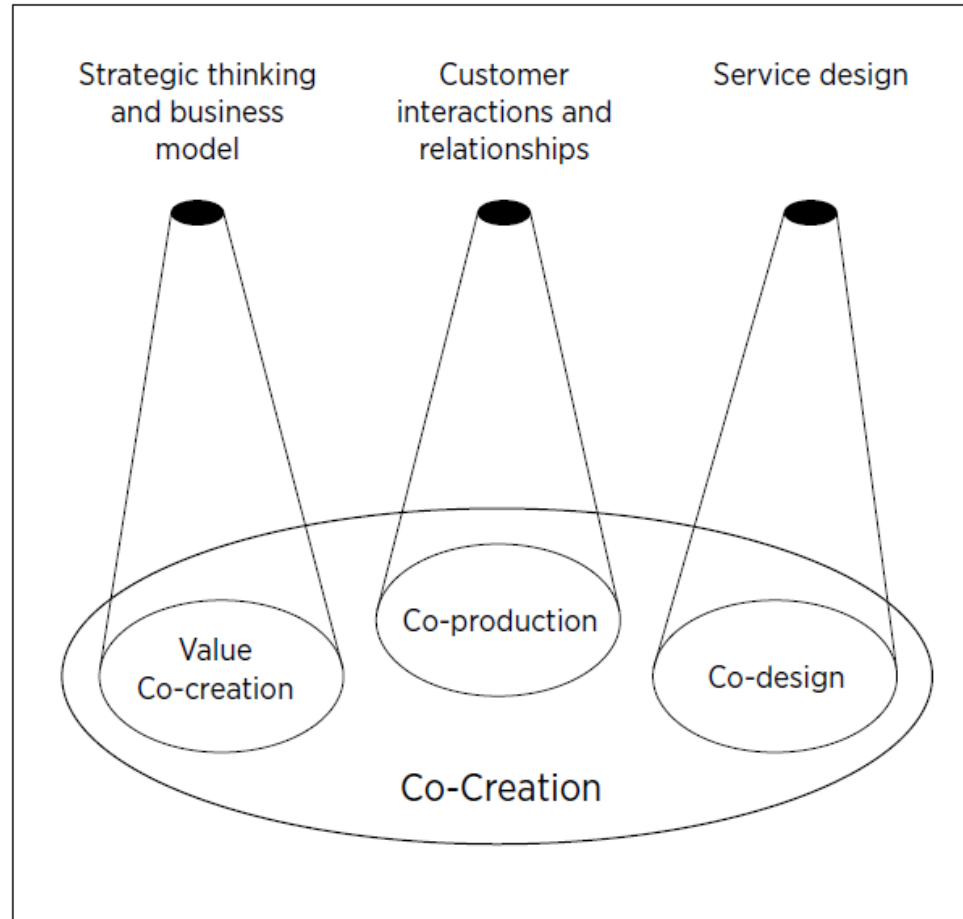
# Background information

- 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



# Background information

- 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

Case companies			
Suppliers		Customers	
A	Financial management services	C1	Business gift services
		C2	Sports betting services
		C3	Regional commerce and industry services
B	IT services	C4	Mobile software services
		C5	ICT infrastructure services
		C6	Education services
C	Construction, real estate development and area development consultation services	C7	Crane business
		C8	Elevator and escalator business
		C9	Real estate business



# 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

Workshops (WS)/ 9 customers (C1-C9) & 9 suppliers (S1-S9)

Case	WS	CoCo Cosmos	Time	WS	CoCo Cosmos	Time
1	C1		17.4.2013	S1		17.5.2013
2	C2		8.3.2013	S2		15.5.2013
3	C3		6.5.2013	S3		15.5.2013
4	C4		7.5.2013	S4		8.5.2013
5	C5		5.2.2013	S5		8.5.2013
6	C6		29.1.2013	S6		2.4.2013
7	C7		29.1.2013	S7		8.2.2013
8	C8		19.11.2012	S8		6.3.2013
9	C9		22.11.2012	S9		23.11.2012

# 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





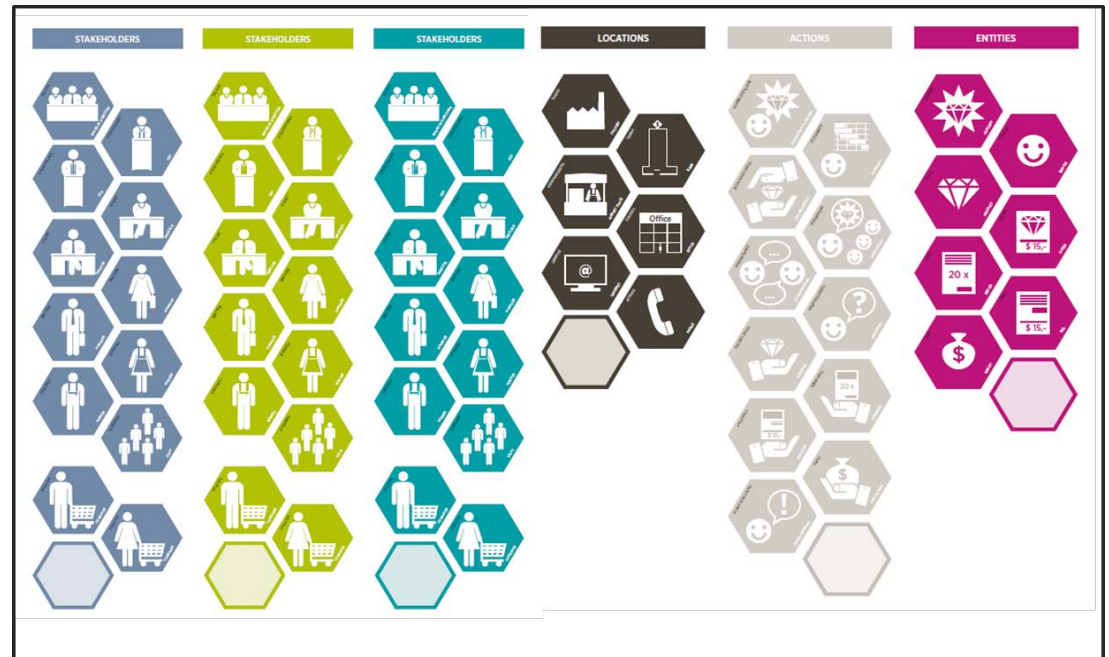
# CoCo Cosmos research method

- 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 Cosmos 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 where 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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