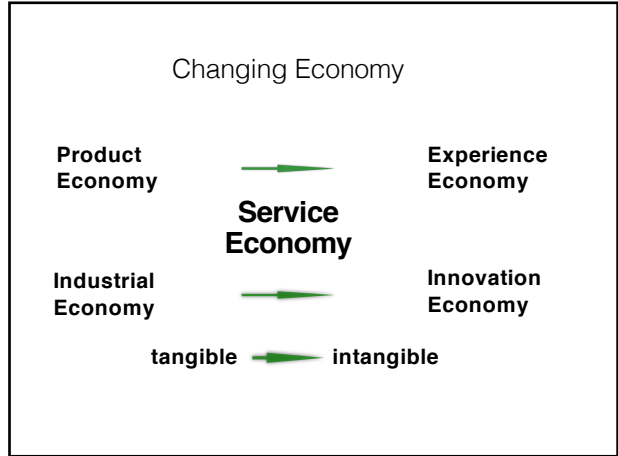


Understanding Service

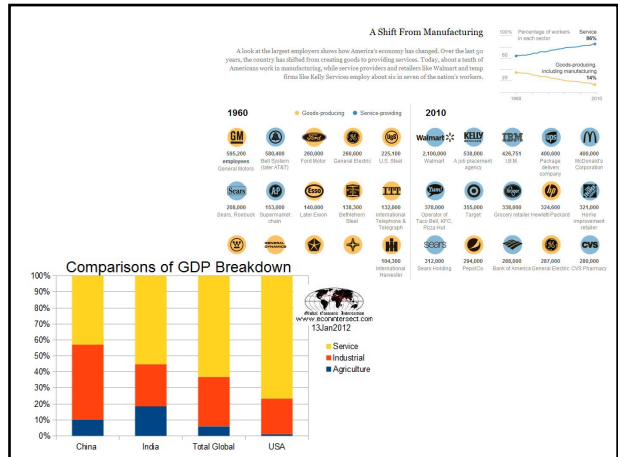
1



2

- 82 % of US GDP
- 72 % of UK GDP
- 71 % of France GDP

3

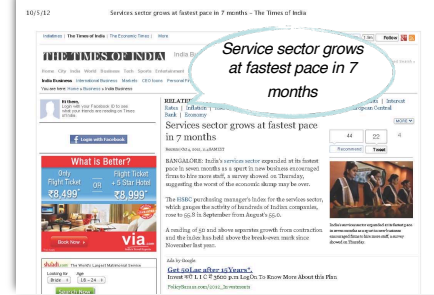


4

- Agrarian economy
- Industrial economy
- Service economy

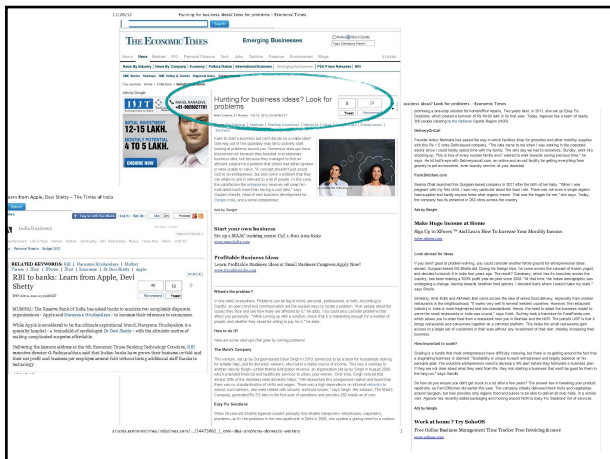
Services now accounts for more than half of India's GDP. 22% is from agriculture and industry's share is only 27% (versus 46% in China)

5

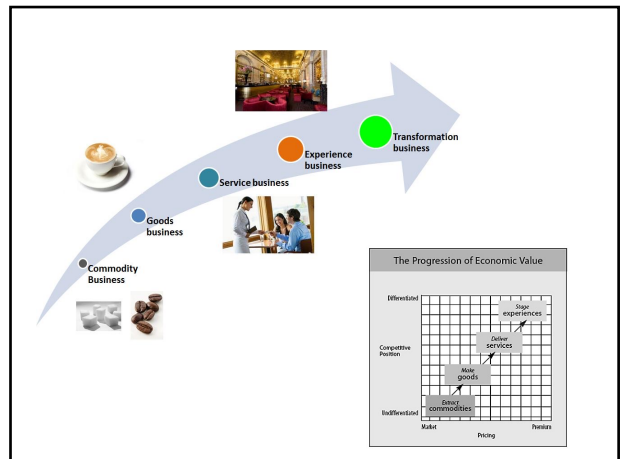


Services in India account for more than half of its GDP and is growing by 10% annually.

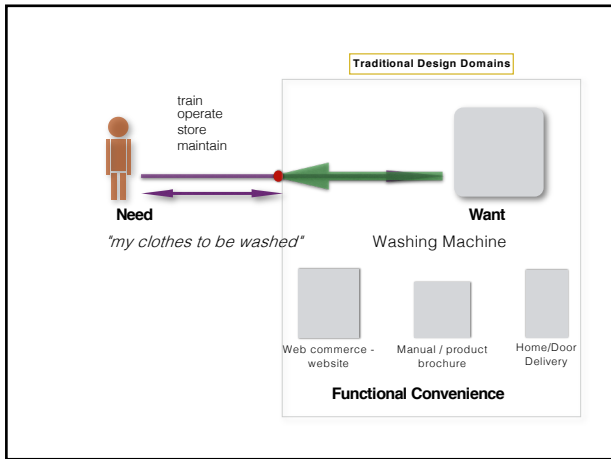
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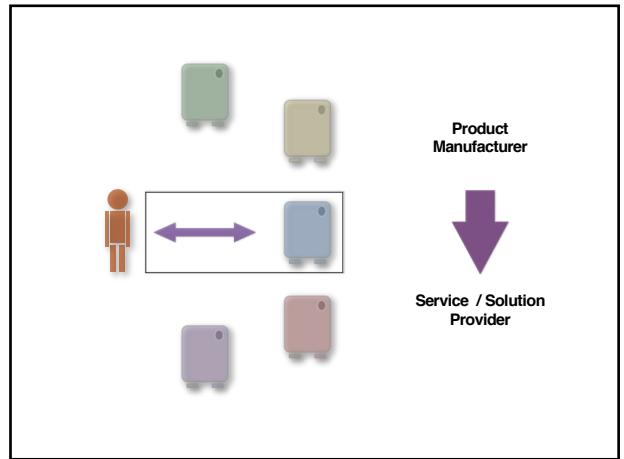
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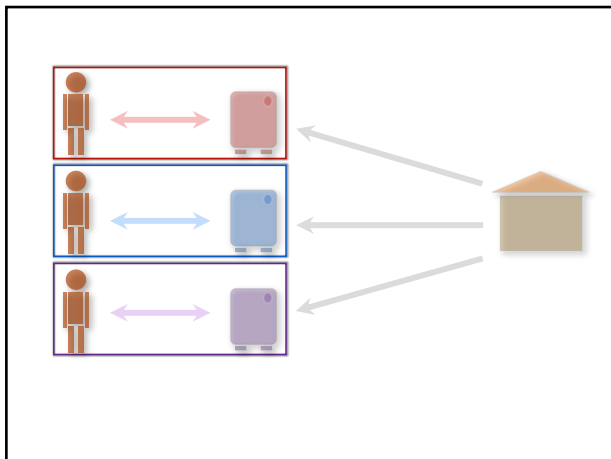
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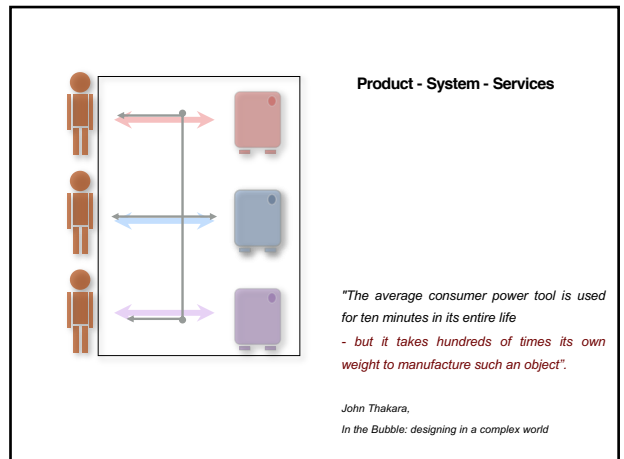
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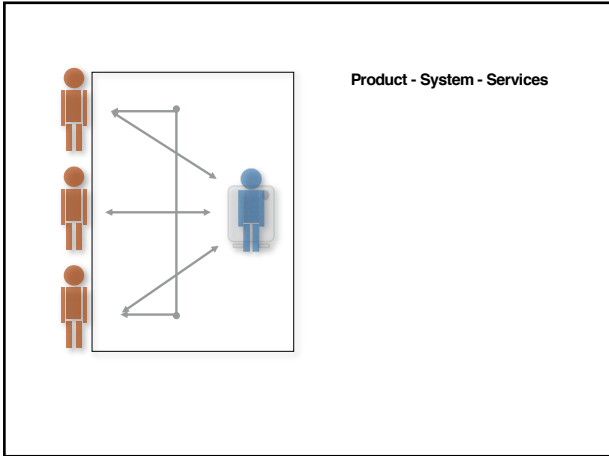
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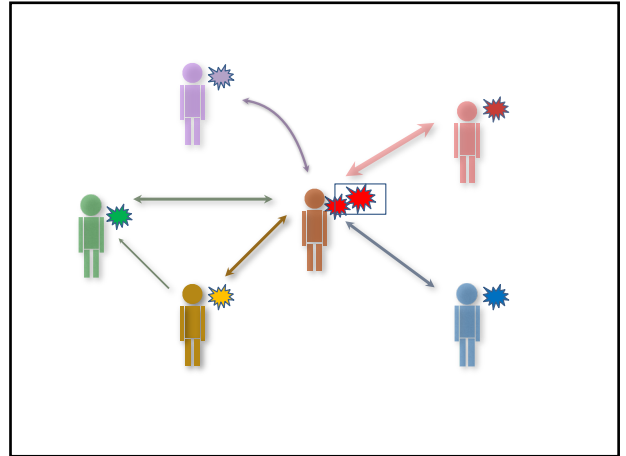
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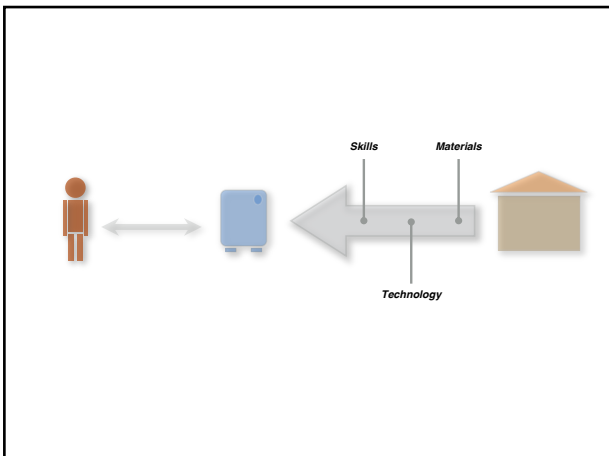
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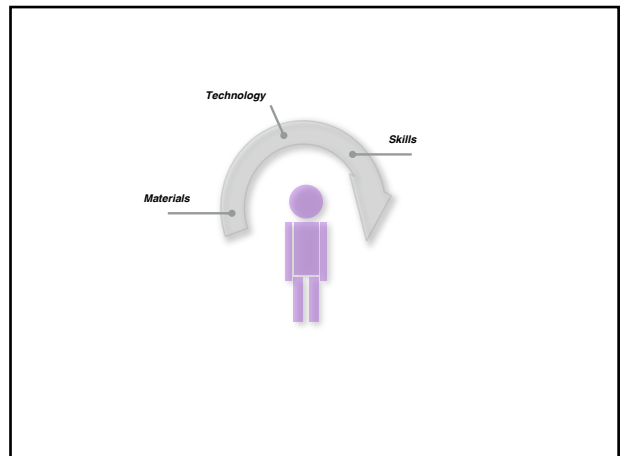
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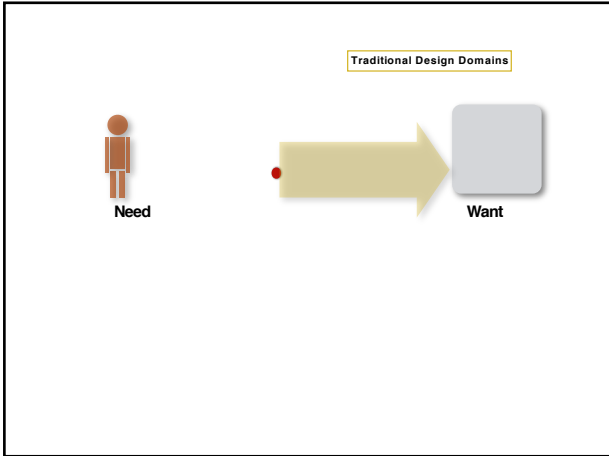
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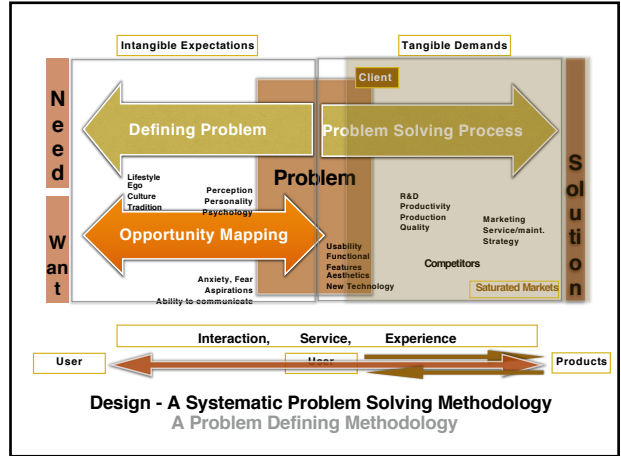
15



16



17



18

problem

..opportunity

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19

mass production..

..mass customisation

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20

form follows function..
..form is function

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21

product manufacturer..
..solution provider

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22

tangible
....intangible

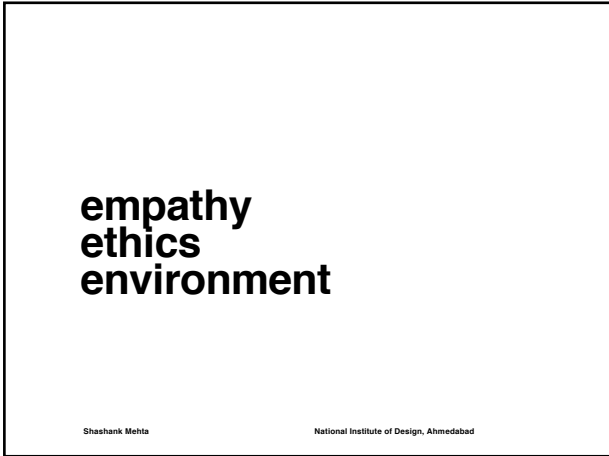
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23

2D.. 3D... 4D.....

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24



25



26



27



28

*Understanding value and the nature of relations
between people and other people,
between people and things,
between people and organisations,
and between organisations of different kinds,*

*are now understood to be central to designing
services.*

29

*Services are not tangible or standardized goods
that can be stored away in an inventory.*

*Instead, services are created through interaction
between a service provider and a customer.*

30

*The inherent intention of a service is
to meet the customer's needs and,
as a result,
be used frequently and recommended heartily.*

31

*Services are dynamic processes that take place
over a certain period of time...*

*...this service timeline is crucial to consider when
designing services,
since the rhythm of a service influences the
mood of customers.*

32

thank you !!!

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