

Understanding **Service**

1

Ah .. Such an expensive pair of running shoes ...
Mumbai ... Humid climate ...
My shoes wears out ..so soon .. !!!

Opportunity

No aftersales service in branded shoes..
These companies are least bothered..

<http://www.theshoelaundry.com>

2

The Shoe Laundry *Sandeep Gojals*

<http://www.theshoelaundry.com>

3



10 process treatment for shoes

Stitch by stitch inspection

Handwash


Motorised scrubber
Natural evaporation
Ventilation
Replacing of worn-out laces
Repairs
Touch-ups / Cover ups

<http://www.theshoelaundry.com>

4

Maintain high level of *Hygiene* & Professionalism

BUTT ... ???**!!



Smile is what i have to look for ...

<http://www.freshoiaundry.com>

5

One man show ... I am the delivery boy...
Love to see the customers's expression.. !!

<http://www.freshoiaundry.com>

6

PER SHOE = Rs.150
 PER DAY = 30 shoes
 = 30 X 150
 = 3000/-
 Delivery = 50% .
 ↳ PROFIT = 30-40%

Turnover = Rs. 18 lakhs per year

8 competitors came & could not sustain

<http://www.freshoiaundry.com>

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Fowly towers: Luxury five-star hotel for chickens opens in Kent

An egg-centric hotelier has turned her passion for poultry into a business after opening up a luxury five-star hotel for chickens.



Kent (UK) News: F&S
 F&S News decided to open the growth.com for her best due to the huge demand for the services in her rural Kent countryside.

She was supposed to open the hen hotel, named Fowly Towers, after being regularly asked to look after her friends' chickens and which grew across locality.

It is of people asked what they would do when they went on holiday with the hens, explained Ms Scott, who has 12 hens in her care.

How much is an average £1,000. Fowly Towers luxury five-star hotel for chickens opens in Kent 2/19



Fowly Towers offers luxury accommodation for chickens (UK) News: F&S

From four hens chickens occupy the Fowly Towers (see photo) in five-star accommodation in rural Kent in the British Isles pool garden.

The hotel was also taken for walks and on trips to the local village pub.

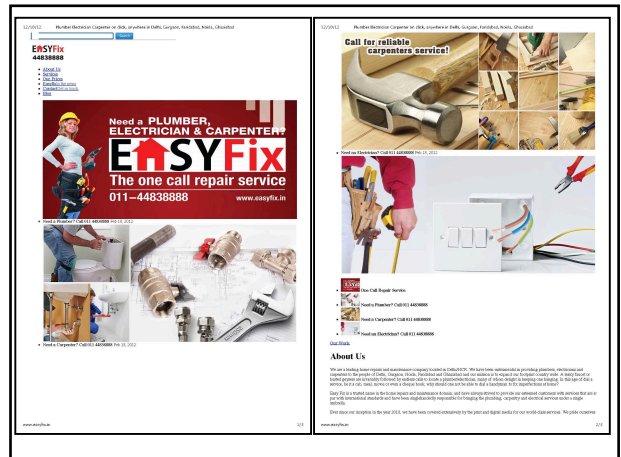
She added: "It covers the henpans for every animal including hens would be in their own homes, thank what they're used to. I let my and offer them services when they get in good or loose."

"I think that they bring them to see because I got these individual chickens, so I say they are great as I care a lot about them."

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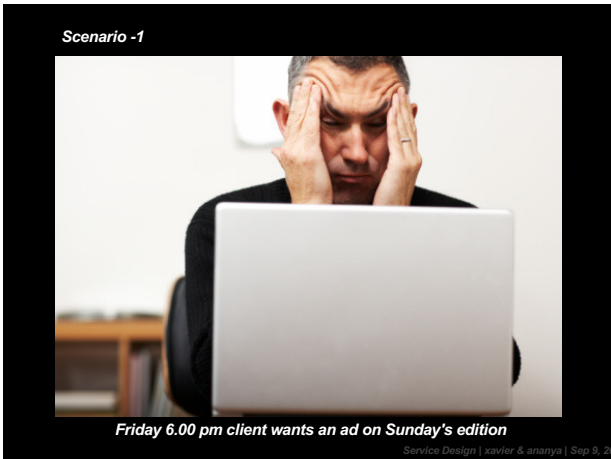
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Overview

- Getty Images, Inc. is a stock photo agency
- Supplies stock images for business and consumers
- Archive of 70 million still images and illustrations and more than 30,000 hours of stock film footage.

Service Design | xavier & ananya | Sep 9, 21

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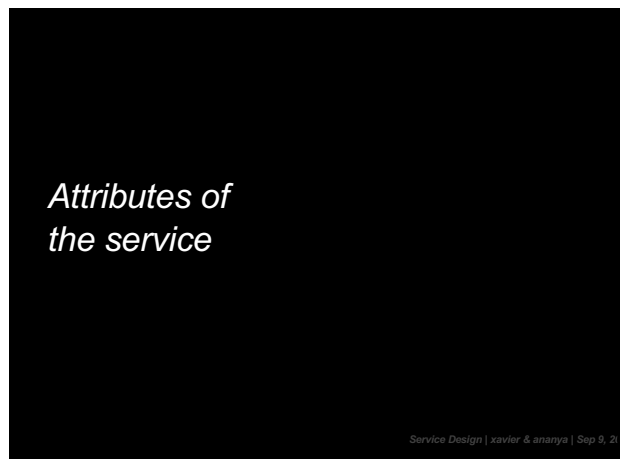
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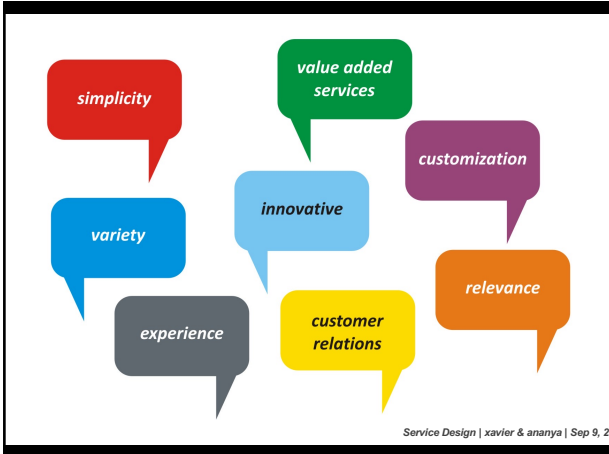
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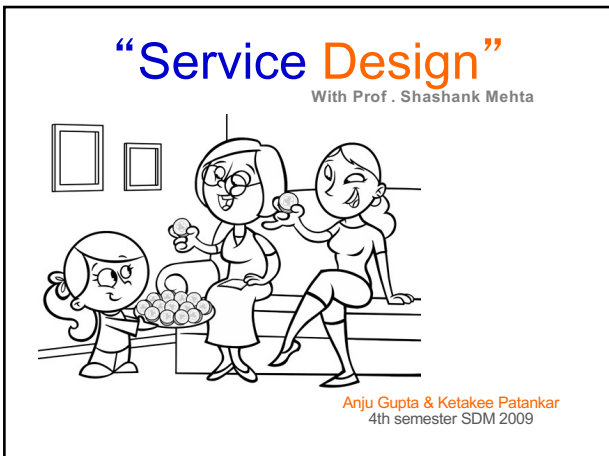


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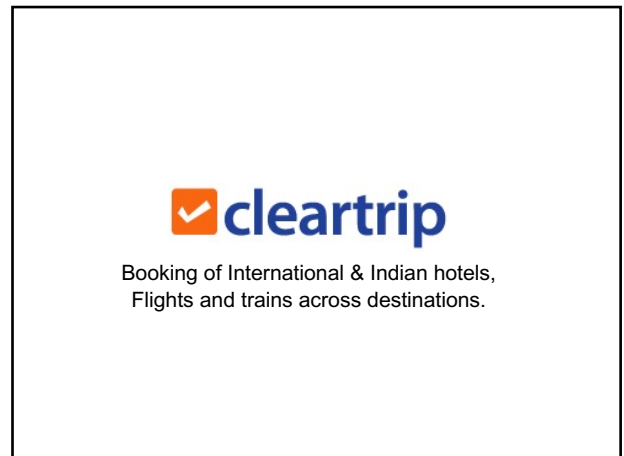
Service is a set of activities or experiences offered by an organization/individual, as an exclusive offering or along with a product, for satisfying their needs, or sometimes for accelerating satisfaction to delight.

Service Design | xavier & ananya | Sep 9, 20

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Recent News

Cleartrip rated most user-friendly travel website

- Mumbai, March 18, 2008 : Cleartrip, India's leading travel portal has emerged as India's most loved travel portal as well. **We have more than 70% of our consumers coming back to us again and again not only for best deals, but also for faster, safer and quicker bookings.** Such endorsements will motivate us to strive harder to maintain the consumer friendly approach and make their travel simple."
- Explaining the concept of "user-friendliness" of websites, Sanjay Tiwari, Director and CEO of JuxtConsult, said, "Like in human interaction we identify someone as 'friendly' only when that person firstly 'looks' friendly to us and then 'behaves' friendly towards us, similarly in our interaction with websites, we treat a website as 'friendly' only when it both looks pleasant and appealing to us and is easy and convenient to use.

Attribute: Identifying the need and executing it with deeper customer understanding.

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USP's... (Their Claims)

- Simple-** "If we're not the easiest place to search and book your travel, feel free to give us a piece of your mind."
- Comprehensive-** Part of making travel simple is presenting you with all the options for your trip.
- Reliable-** We still have the occasional hiccup, but being there for you, reliably, is very important to us.
- Responsible-** We take responsibility for what we give you. You won't hear us making excuses for airlines or hotels or availability or prices. If we show you a price, we will honor it, come what may.
- User friendly interface -** Very quick to load, very simple and to the point search. Accepts all international debit and credit cards.

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Home page

cleartrip

Cleartrip's travel easy | [Sign In](#) | [Logout](#) | [Tell us what you think](#)

Flights Hotels Trains more

Announcing: **Indian Railways train calendar** - Now check availability for trains between stations for the next 90 days

Round trip One Way

From (any worldwide location)

To (any worldwide destination)

Enter a city or airport

Enter a city or airport

Depart on

Returns on

ddmm/yyyy

ddmm/yyyy

My dates are flexible (only for travel within India)

Adults (12+ yrs)

Children (2-11 yrs)

1

0

Infants (under 2 yrs)

0

Search options: business class, Railtimes, airlines

Search Flights

[Cleartrip Flights](#) | [Hotels](#) | [Trains](#) | [About Cleartrip](#) | [FAQs](#) | [Privacy Policy](#) | [Security](#) | [Terms of Use](#) | [Contact](#) | [Cleartrip for business](#)

Attribute: Clean and clutter-free interface- Simple and Easy to understand and use.

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Fares

[Why does Cleartrip charge a service fee for bookings?](#)

Maintaining a fast, efficient and reliable search and book service costs us money.

Service fee is the only way for us to recover the costs.

We charge only Rs. 10 per ticket for Non-AC classes and Rs. 20 per ticket for AC classes.

[Can you please give me a break-up of the ticket price?](#)

Sure we can. The total price of each ticket comprises these:

Base fare: This is simply the base fare of the train ticket. Children and senior women are charged 50% of the adult base fare. Senior men are charged 70% of the base fare.

Railway charges: These charges include reservation and superfast fee, IRCTC service fee and tatkal charges (if any).

Cleartrip fee: We charge a service fee of Rs 10 for Non-AC classes and Rs 20 for AC classes, for bringing to you a fast and friendly interface to search and book tickets.

Transaction fee: Transaction fee is 1.8% of the total of the above components. Payment gateways charge us this amount for processing your transaction. IRCTC charges a similar transaction fee if you choose to book through them.

Attribute: Transparency in the system and Building trust - Giving comfort to customer that he is not being duped.

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Speaking to the customer in their language



Abusive and accusatory

- Your online system took my name for booking although i was booking for my friend. it never gave me an option for traveller details. by the time your phone support opened I was told "Its been passed to the airline" this is PATHETIC.I have been a regular user for cleartrip and now I will never RETURN nor suggest this to my friends. I am being charged 1000 bucks for your MISTAKE.
 - Show some moderate cost hotels or else you should fuck off
 - Horrible and cheating
 - Stop cheating
 - Your is a third class company, a piece of shit, you can never improve, only by putting a big lock will save us from you.
 - Fuck you guys
- Even when mistakes are clearly made by a customer, as in the first quote, Cleartrip is somehow to blame. We've often waived fees or refunded money to customers as a goodwill gesture, but customers that abuse or accuse us don't warrant goodwill. Do people forget that there are human beings on the other end? Do they think that behaving like abusive schoolyard bullies, will somehow result in better service for them? If someone randomly abused you or accused you of dishonesty, would it make you want to go the extra mile for that person?

Attribute: Customer Involvement -Giving Customer an open to all platform of blogs and forums to express their Joy, anguish, anger etc. Also communicating to customers in their own language.

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Our understanding of service

Service is like an interface between product and consumer. Service is the communication which understand consumer's needs and connects his mind and heart . It becomes a products voice and helps it communicate its value and worth to its users. To give service is to identify the need and go beyond it to create delight for the consumer. It also generates the feeling of ownership between consumer and the product. It makes life better for the consumer by giving him an experience which he will cherish and come back for it!

Service Attributes:

Simple, Friendly, Approachable, Trustworthy, Reliable, Humane, Surprising, Honest

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SERVICE DESIGN

Assignment 1:

Derivation of definition and characteristics of Service based on understanding of an existing service.

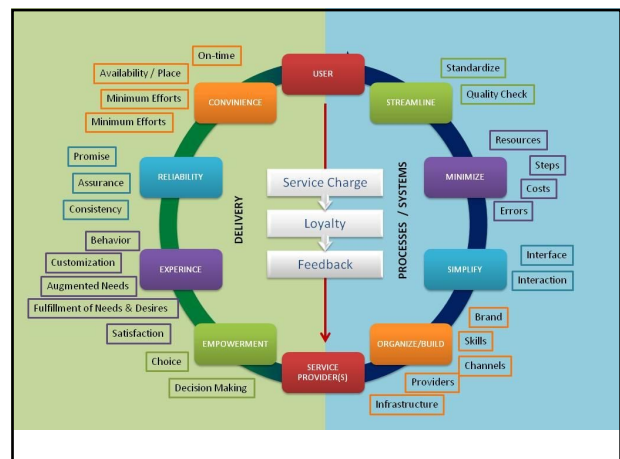


Mentor: Shashank Mehta

Team: Akhil Sain
Devanshu Dugar
Samira Jain

PGDPD IIIrd Semester SDM | NID

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Definition of Service

A Service is a process or set of processes delivered by a provider to fulfill the needs or desires of a customer at a cost.

Characteristics of a Service:

- Interaction
- Customer Participation in the Service Process
- Simultaneity
- Perishability
- Intangibility

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I-Understanding Service Design

Understanding attributes of service through Just Dial Service Model

Just Dial

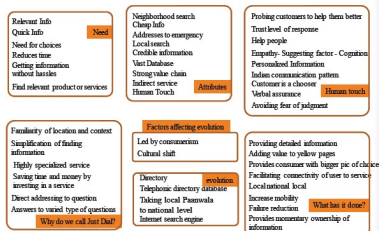
We then parked ourselves at 'Just Dial' as a service, as all the group members had used the service very often for different purposes from home to work, to being stranded in a location, to properly organizing an itinerary. Just Dial seemed like a good option, as it was still new, and has been reinventing itself pretty often and has left his competitor- Yellow Pages far behind. To begin with we started with our secondary research on Just Dial on the internet, trying to grasp the understanding of its business and its working. We tried to understand its backward and forward linkages, and how it has been constantly innovating and updating its service model as per the technological advancements, and its user's requirements to become India's no.1 local search destination. This unique local search service is available on Phone, Web, WAP and SMS in comparison to other services companies in this sector. We also tried to map its competitors and to understand what differentiates them from other search engines.

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I-Understanding Service Design

Understanding attributes of service through Just Dial Service Model

Affinity Modelling



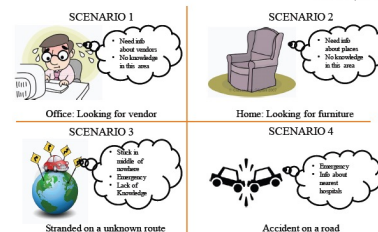
Post brainstorming, we started linking them as per their affinity, and hence emerged our affinity model. The affinity model had primarily labels like Need, attribute, human touch, why do we call just dial, what has it done?, what were the factors affecting its evolution, and its evolution. We had purposely not created Meta categories at this stage so as to still have an open mind towards service attributes.

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I-Understanding Service Design

Understanding attributes of service through Just Dial Service Model

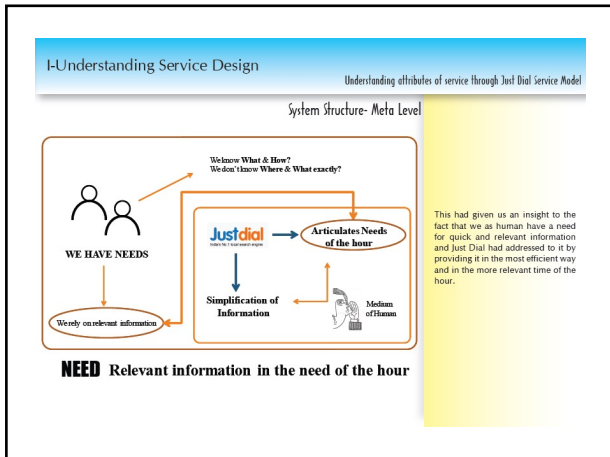
User Responses



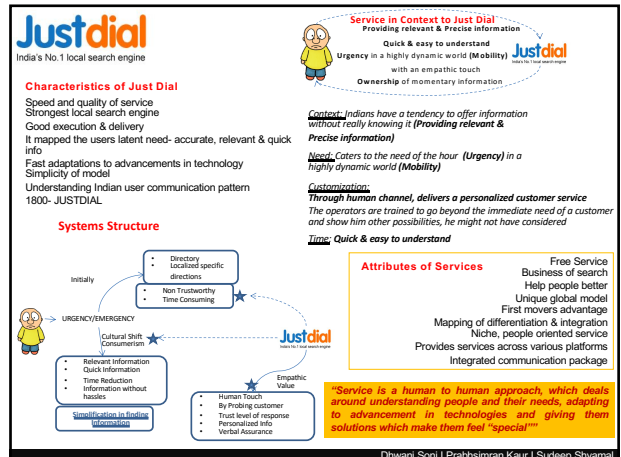
Next we explored the user's perspective, spoke to the users to understand where and when all did they need to call just dial and what was the process and the output. So we then developed four different scenarios, where we needed to call Just Dial- In an office, looking for a vendor, at home, looking for a furniture item for purchase, stranded on an unknown route, witnessing an accident on the road and looking for the nearest hospital.

Scenarios

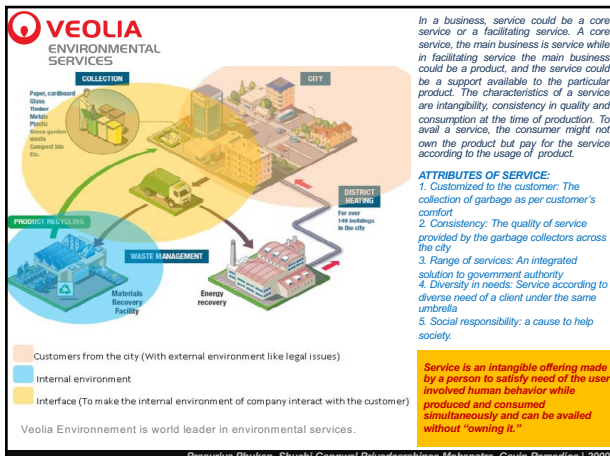
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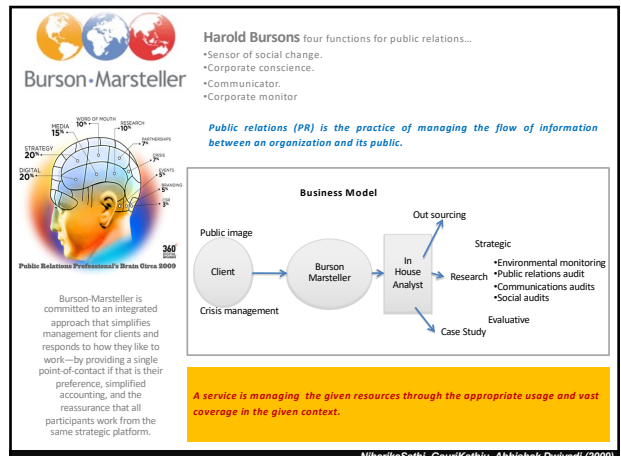
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Identifying Service Characteristics

Service Characteristics

- Build to order- DELL website allows mass customization
- Convenience of purchase- Home Delivery, saves time
- Low Cost Distribution - Internet based distribution allows to DELL to constantly update
- Low Inventory - just in time delivery and TRUST

Service design is the specification and construction of technologically networked social practices that deliver valuable capacities for action to a particular customer. Capacity for action in information services has the basic form of assertions. In Health Services, it has the basic form of diagnostic assessments and prescriptions.

In educational services, it has the form of a promise to produce a new capacity for the customer to make new promises. In a fundamental way, services are unambiguously tangible. Companies such as eBay or collectives such as Wikipedia or Source forge are rich and sophisticated combinations of basic linguistic deliverable that expands customers' capacity to act and produce value for themselves and for others. In a abstract way, services are networked intelligence. Service design can be both tangible and intangible. It can involve artifacts and other things including communication, environment and behavior. Several authors, though emphasize that unlike products, which are created and exist before being purchased and used, services come to existence at the same moment they are being provided and used.

While a designer can prescribe the exact configuration of a product he cannot prescribe in the same way the result of the interaction between customers and service providers. Nor can she prescribe the form and characteristics of any emotional value produced by the service. Consequently, service design is an activity that suggests behavioral patterns or scripts to the actors interacting in the service, leaving a higher level of freedom to the customers' behavior.

Archi Anwar, Arnavi Nahar

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Nature of Service

Nature of Service

- Actively Involved
- Generates growth
- Quality-check Contributor

Neutral
Multi-Lingual
Updated
Cross-referenced
Easily accessible
Vast

Strategy

- Free, exponentially growing
- Donation funded, hence neutral
- Very few paid employees, reduced costs due to user-generated growth

Service Approach

- Paper-less, user generated content, moderated by editors
- Donation based, not-for-profit
- Builds on the community feel, philanthropic attitude in people
- Considered more neutral than competition since it is not-for-profit
- Tight executive management structure, free structure for growth drivers
- Compresses Time and Space

Business Model

A service is a medium of providing value to a user; it's a series of task provided to the end user to enhance his experience. Intangible design solution. Service is a facilitator for creating value to the consumer.

Kanika Malhotra | Sallii Bhardwaj | Vinin Singh (2008)

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DHL

A service is a combination of activities done for the purpose of revenue generation, philanthropy, voluntary, involuntary, by the provider by managing the resources effectively and efficiently.

Product & services

- Express services
 - Same Day
 - Time definite
 - Day delivery
 - Specialized services
 - Value added services
- A to Z services
 - Guide to search the service
- Logistics
 - Air freight
 - Ocean freight
 - Supply chain solutions
 - Expertise
 - Industry sector
- Shipping tools
 - Online shipping
 - Tracking tools
 - Shipping management
 - Shipping support tool
 - Integration solution
- Mail services
 - Global mail Direct
 - Global mail publication
 - Global mail parcel

Business Strategies of DHL

- They Created business from the Desire to Solve Problems.
- Knowing who Are Your Major Customers & Where Are They?
- Expansion is one of the key to Business Success.
- Make Win-Win Stand with Stakeholders.
- Give Equal Chance to Employees to Progress.
- Find Innovative Ways to Beat the Competition.
- Diversifying Into Related Businesses Make it More Competitive.

Our observations and learning:

- A service survives on its people and infrastructure working on the model of symbiosis.
- Due to competition, the service providers also have to provide inclusive experience with addition to the mundane services.
- Design is the differentiator.
- Customisation and standardisation are the important aspects.
- Service is mainly based on the needs.
- The service partner relations are the most important aspects for the service.
- The whole service sector works on the need-solution-symbiosis-working together-provision of the service.

A service is a collective and mutual effort to bring about a solution to a need / problem. This is achieved by the effective utilization of available resources and partnering with the right service partners.

Jwari Raiout, Abhishek Maithul, Sanmitra chitra

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Ferns n Petal

One-stop solution for all flower requirements : gifting, arrangement

NEED - Express feelings through gift
Time, Type, Place, Way, Alter sales
Saves Effort
Saves Time
Provides access - Multiple Touch Points
Chat online with customer care

Reliable
Skill
Customization and Personalization (control to customer)
Building relationships (gift advisor & personal account manager)

Act of giving, Offering something to someone for his benefit
Can't have ownership
Can't be stored
May involve tangibles like product and/or intangibles like experience
Itself an intangible

UNDERSTANDING OF SERVICE

Features

- Online delivery services
- Wide range of Products-
- Floral decoration in weddings, corporate events and parties.
- Within stipulated time schedule.
- Throughout 32 Indian cities & 4 Countries
- Wide presence on internet
- Online delivery services
- Reliable and cost effective

Mavukhina | Ruchira | Ruminder | Shwet

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Library Services

Core offering: Sharing knowledge

Temporary usage: metro, talked, rented house

Types: Brought to home: milkman, courier

Brought to people: telecom, internet

For others: help, chatly

For people: exchange, hospitality, hospita

For self: self service

Basic understanding of library

Affordable Library service Rental Experimentation

Preserving knowledge Value added

Exposure Sharing knowledge Space

Organized sharing Resource Utilization

•Rental

•Space

•Rental

•Experimentation

•Organized search

•Consultation

•Socializing

•Internet/ copies

Essence : Sharing knowledge

Essence: The essence of a library service is basically to share knowledge. A library helps users to rent any form of tangibles that stores knowledge for example books, documents, CDs, videos, audio and so on. A hire is made for a certain period of time, which the user utilizes to gain from these sources of knowledge at his pace. This service enables the user to gain more knowledge on various subjects without buying and spending money. Also it helps the users to try certain things before he or she may buy. It also encourages users to widen their horizon by trying to read more and not get restricted by what he can buy and what he is required to read. It gives the user the scope for experimentation and exploration.

Definition of service

Tangible / Intangible

A service could be tangible for e.g. Food at restaurant

Services could be intangible for e.g. teacher's concern for a student in class

Services could be a skill set for e.g. painters service to paint the house

Services could be an asset for e.g. a house space given for rental

“Service is an intangible/tangible skill set/asset delivered temporarily to a user with out ownership for usage”

A service is provided to a consumer for a temporary period and the consumer is not provided with the ownership.

Sushil Mate, Dhinesh kumar, Shruti Poddar

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Dropbox

Web-based file hosting

Lean practice | Viral Marketing | Analytics

Customer discovery

Customer validation

Customer creation

Customer building

PROPOSITION

A service should offer some unique feature for which the people are ready to use the service

VALUE

There should be certain kind of value created for which the client feels worth spending their money. Like in case of dropbox there are certain value which they are able deliver to convert free clients to paid clients

PEOPLE

They are the main stakeholder which ultimately drive a service. As from the example of dropbox we can people play the key role for their marketing

SYSTEMS

A service requires a good thought out system to make it efficient. Dropbox constantly keeps updating their policies and codes to be able to be an efficient and reliable service

A service deals with people to make their life more efficient, while offering some unique features to add value to peoples life for which they would be willing to use the service and pay for it.

work, mobility, life, security, people, services, personal, support, official, client, un-official, client, with, efficient, priority, gives, one, better, features, pain, gain, options, money, ₹

Aanchal Sood, Jaskeerat Redi, Roll Agrawal

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Scenario

Several months ago, Prabhu Kumar could not find a book he wanted in bookstores

He found it online at Amazon.com for \$10. But he had to pay more than \$5 in fees to have Amazon ship it to him.

Mr. Kumar, a software programmer, said he would not be doing that again.

He now shops on India's answer to Amazon — **Flipkart** — which delivers books, phones and other items in as little as 24 hours at no extra cost.

He doesn't have to pay a single rupee until a courier bearing his books arrives at his door. He can then hand over cash or a credit card.

"I think it perfectly fits the Indian mentality," - Mr. Kumar

Service is Understanding the stated and unstated needs of the customer and providing them services that exceed their expectations without compensating on quality.

Unique Characteristics

Goods Availability

Customer Centred

Distribution Network

Exciting Offers

Payment on-delivery

Low Shipping time & Cost

Service Attributes

Delivering products at customer door step

Delivery on time

Understanding the Target Users

Incentivizing Users

Proper Infrastructure

Aanchal Sood, Jaskeerat Redi, Roll Agrawal

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Basic understanding of service

BRIDGE

It joins dist. reduces effort of the user

Bridge between resources & products

Reading, smoking, reactions

EXPERIENCE

Giving an experience

Observing an experience

SYSTEM

Makes the system robust

Service creates a system

It gives resources for people through proper system

SERVE TO USER

Customer Product User

Empowers the end user

DELIVERING INTANGIBLES

Deliverables of intangible services through a channel

Delivering intangible

Delivers content

FACILITATING

Service helps user reach his destination

Facilitating product offering

It is a catalyst in a system

Removes & supports barriers

Priority change in resources

Support product

SATISFY USER

Make the user secure

Satisfy intangible needs

Business messenger

To satisfy intangible customer

Deliver (intangible) customer

Value addition

ACTIVITY FOR SOMEONE

Manpower

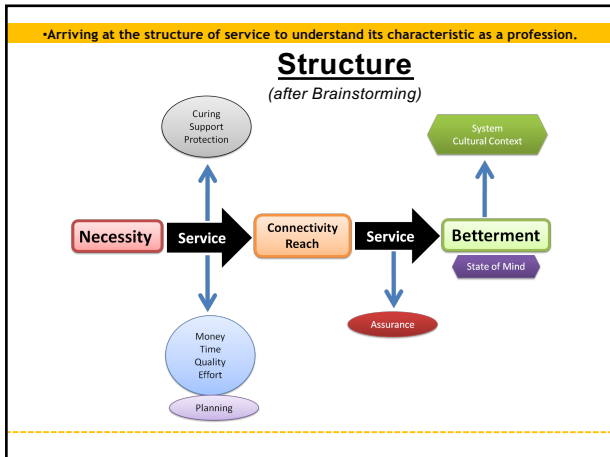
MANPOWER

Manpower

SERVICE

Aanchal Sood, Jaskeerat Redi, Roll Agrawal

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thank you !!!

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