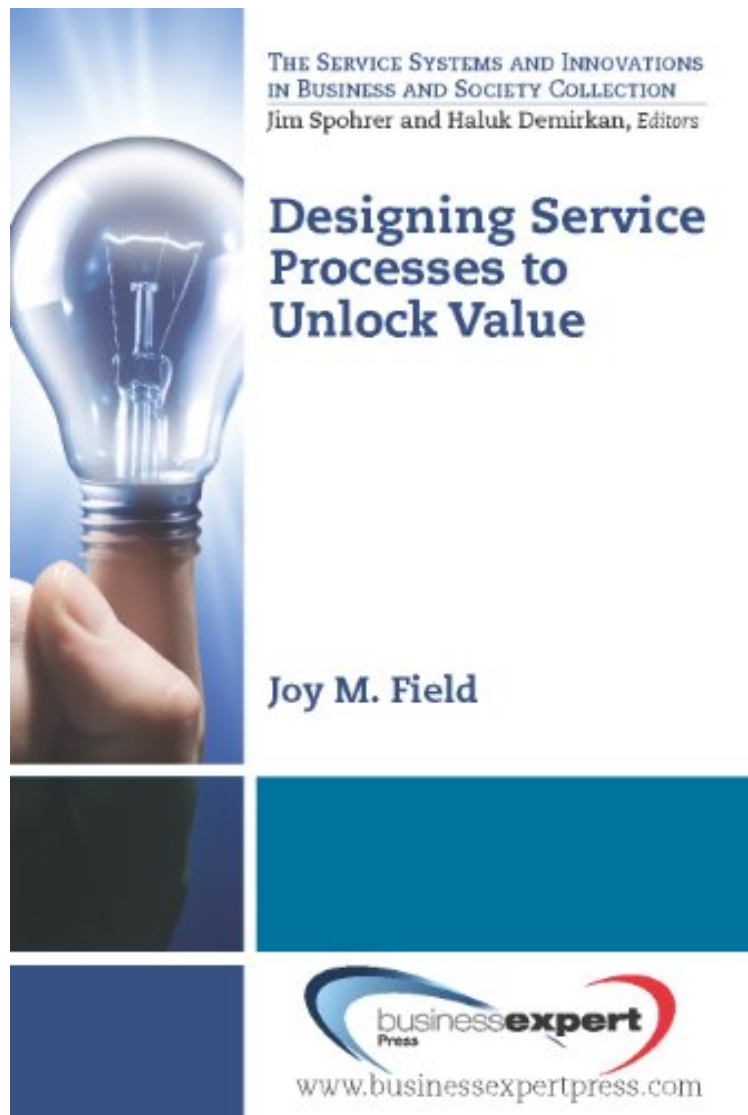


[Read free] Designing Service Processes to Unlock Value (Service Systems and Innovations in Business and Society Coll)

Designing Service Processes to Unlock Value (Service Systems and Innovations in Business and Society Coll)

Joy M. Field

audiobook / *ebooks / Download PDF / ePub / DOC



DOWNLOAD



READ ONLINE

#2776244 in eBooks 2012-11-05 2012-11-05 File Name: B0149MC8UE | File size: 39.Mb

Joy M. Field : Designing Service Processes to Unlock Value (Service Systems and Innovations in Business and Society Coll) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Designing Service Processes to Unlock Value (Service Systems and Innovations in Business and Society Coll):

0 of 0 people found the following review helpful. Five Stars By Jill Valuable2 of 3 people found the following review helpful. Fresh ideas for service operations managers By Boardman Liu Highly readable, full of great examples of

organizations that leverage customer co production to rethink and redesign services with a particularly good eye for technology applications that create real value.

The service process design landscape is changing, with a much broader range of design options now available. Opportunities for new service design configurations are being supported, to a large extent, by technology-enabled innovations; many tasks previously performed by the service provider may now be performed by either the customer or the service provider. As a result, customers are playing a more active role in the service process not only through self-service but also by providing information to the service provider to create a more personalized service experience. This book explores how service processes can be designed to leverage opportunities for service providers and customers to cocreate value. Inside, you will learn about frameworks for value cocreation and models for designing all types of service processes, as well as the unique challenges of designing knowledge-intensive services. And with the growing involvement of customers in performing service tasks, service process outcomes are increasingly dependent on the capabilities of both service providers and customers. You will learn about real approaches to unlocking these capabilities to further boost value cocreation.

About the Author Boston, MA; Associate Professor of Operations Management; Boston College; Joy M. Field is associate professor of operations management in the Carroll School of Management at Boston College. She received an MBA, an MS in statistics, and a PhD in operat