Innovate New Service Development in a product-oriented and highly regulated corporation

INTRODUCTION

To satisfy the growing needs of customers for services, many product-oriented companies have started switching their focus from products towards services. Aware of that, a product-oriented corporation has integrated New Service Development into their processes but still faces challenges while developing their services.

PROBLEM

The New Service Development process of a highly regulated corporation still contains many elements that are, to a large extend, originated from developing products. This leads to challenges during the service development process.

AIM

Empower an service-oriented approach in the development and delivery stages of the New Service Development process of a product-oriented and highly regulated corporation to make it fit to the agility and flexibility required for services.

WHAT

Vision

Empower a service-oriented way of working within the New Service Development process, by implementing Service Prototyping.

WHY

Developing Services with a New Service Development process that is to a large extend based on a product-oriented approach, makes the process sometimes not perfectly suited for services.

HOW

2020

Horizon 1
Assess current value creation

A toolkit gets created and implemented that lets the team assess the customer value of the developed service offer by prototyping the service via service staging.

2021

Horizon 2
Improve current value creation

The Service staging exercise of the toolkit gets implemented in the current process structure by making service prototyping a fixed part of the New Service Development process.

2022

Horizon 3
Optimize & Scale improved value creation

The Service Prototyping process gets refined and scaled into earlier stages of the New Service Development process.