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# bridgeable



Introduction to

**SERVICE DESIGN**



Prosper Canada Service Design Webinar – Thursday Aug 22<sup>nd</sup>, 2019



# --- **bridgeable**



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# Today's objectives

**To** Share the basics on services design

**So That** You have an understanding of what service design is, how it can help you improve your programs, and how to start to implement service design principles in your own organization

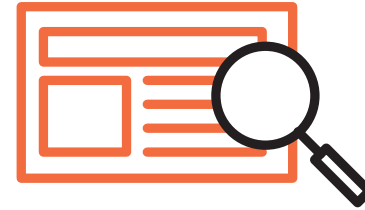
# What we'll cover



Why Service Design?



What is Service Design anyway?



Case studies



Questions?

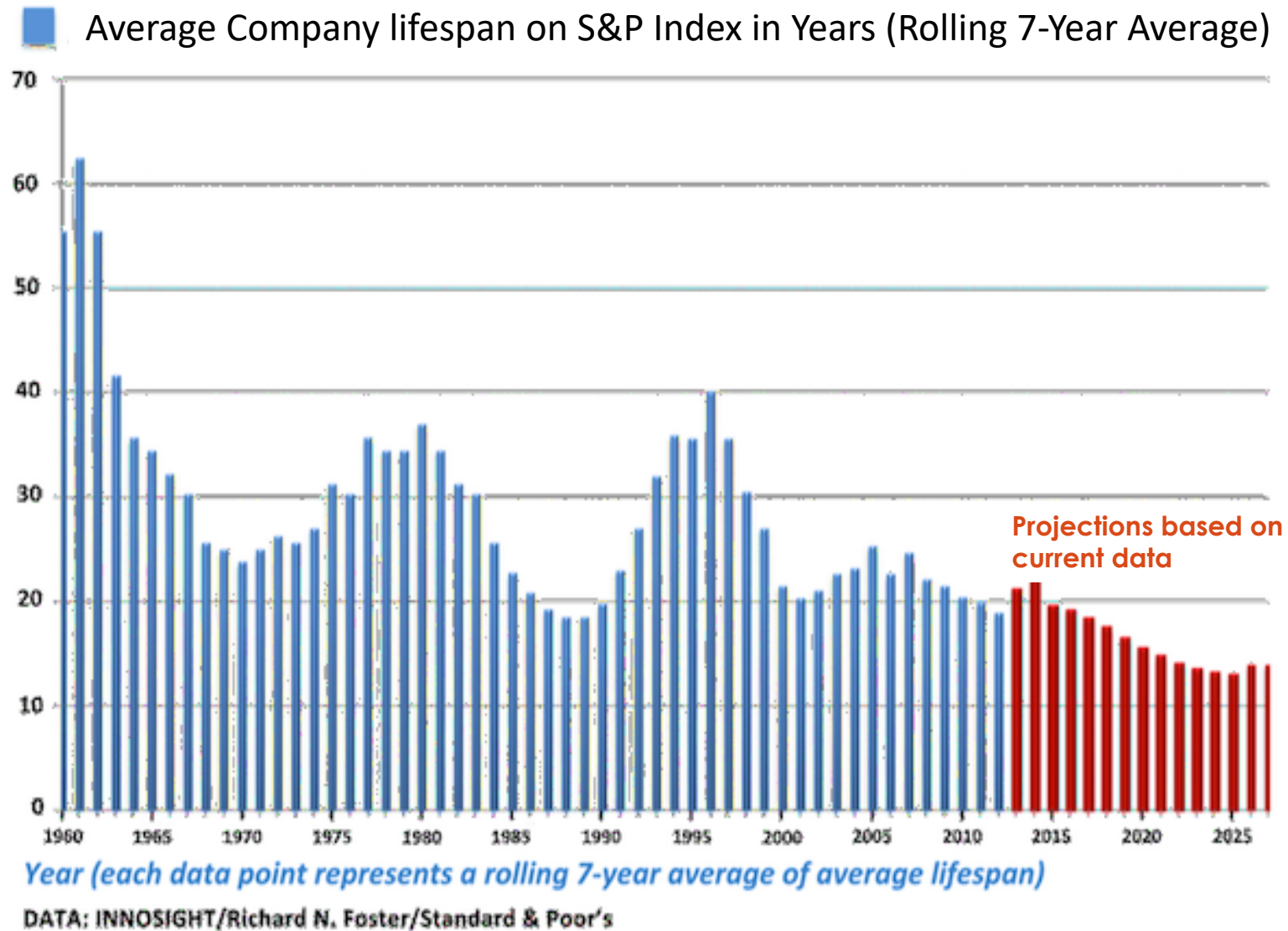




# Why Service Design?



## WHY SERVICE DESIGN?



# WHY SERVICE DESIGN?

## The forces of change



### TECHNOLOGICAL DISRUPTION

Omni-channel  
experience

AI  
supplemented  
services



### BEHAVIOUR CHANGE

Increased  
options

Cross-sector  
comparisons



### COMPETITOR INNOVATION

External  
disruptors  
cleaving value  
proposition

Traditional  
competitors  
are taking  
risks



### REGULATORY CHANGE

Greater  
transparency

Privacy  
change

Emphasis  
on serving  
"Public good"

WHY SERVICE DESIGN?

THE WORLD HAS CHANGED

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**How do we think about  
experience and how  
has that changed?**

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## WHY SERVICE DESIGN?

80% of large organizations believe they  
deliver a 'superior experience',  
**but only 8% of their users agreed.**

## WHY SERVICE DESIGN?

Organizations often focus on delivering the **functional** aspects of their **products and services**, without stepping back to actively design the **totality of the experience**.

**WHY SERVICE DESIGN?**

**Everything is more  
connected and  
complex.**

## WHY SERVICE DESIGN?



## LINEAR PROCESS

Banking



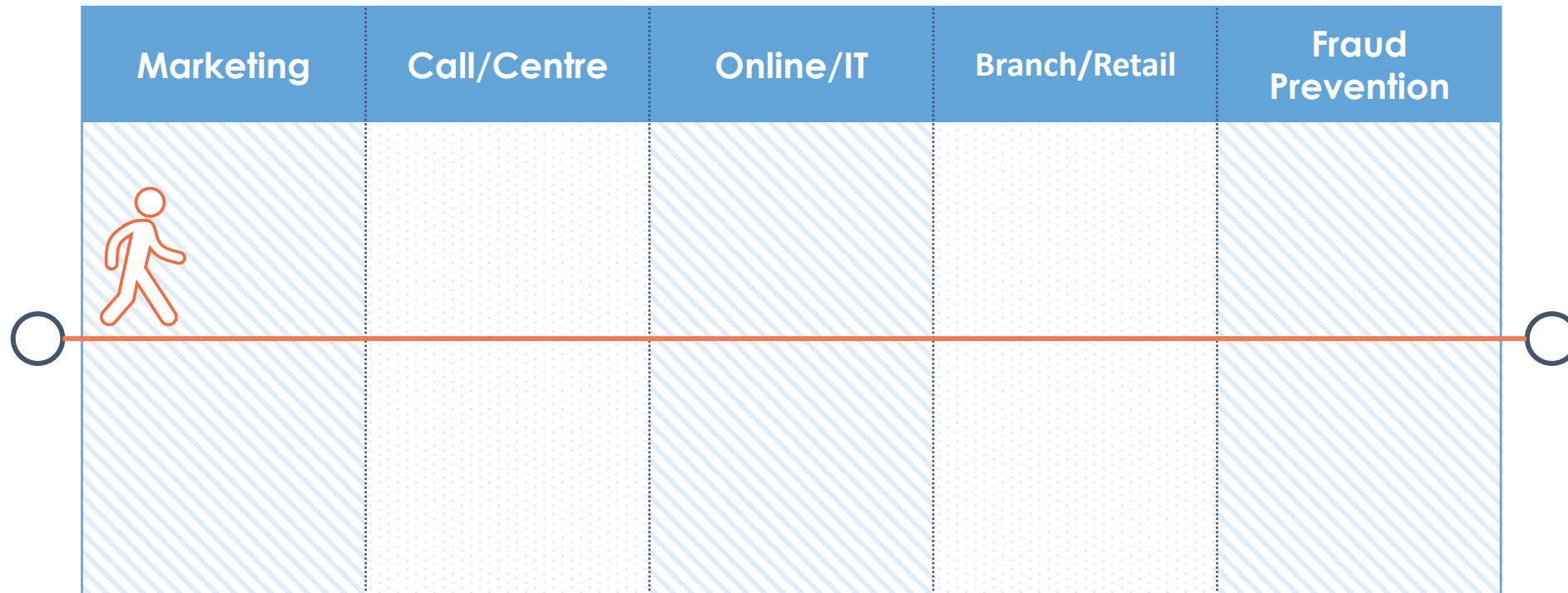
## WHY SERVICE DESIGN?



Banking

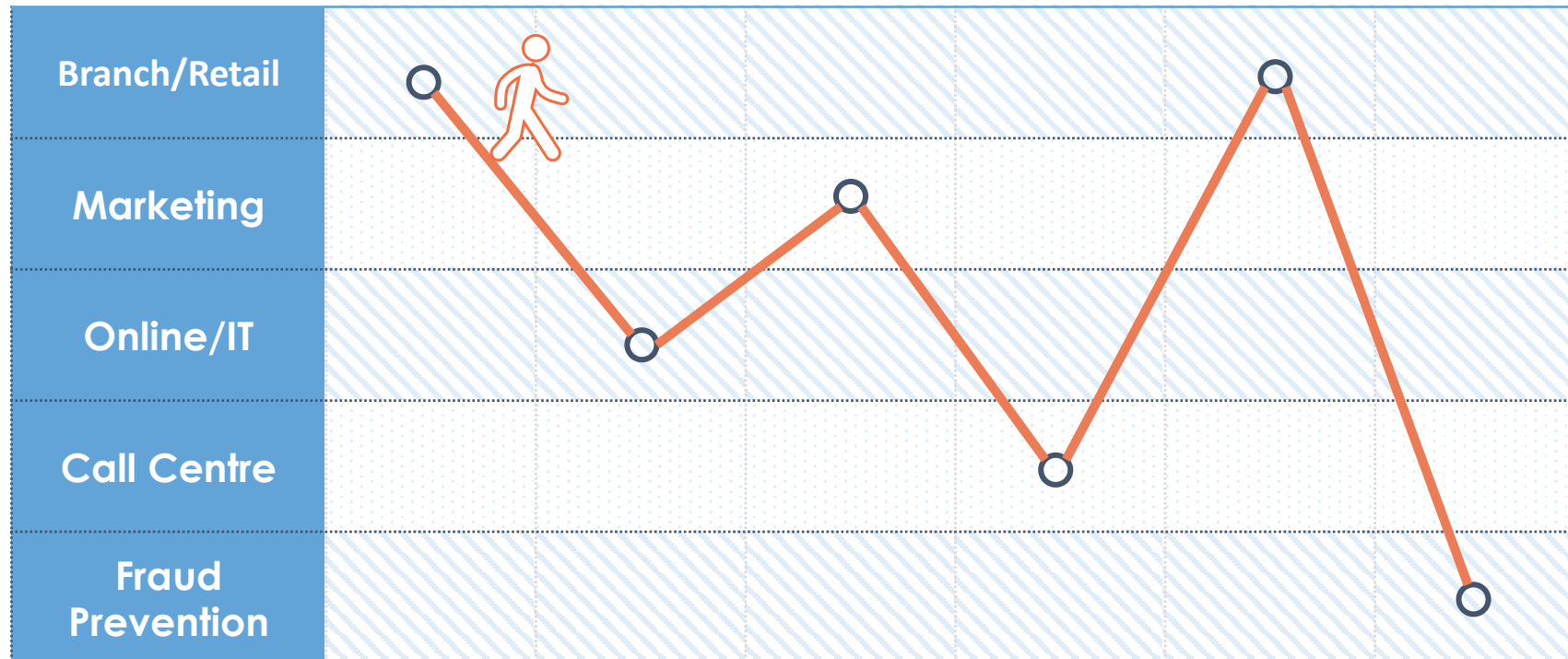
## WHY SERVICE DESIGN?

Organizational silos give a distorted view of the experience



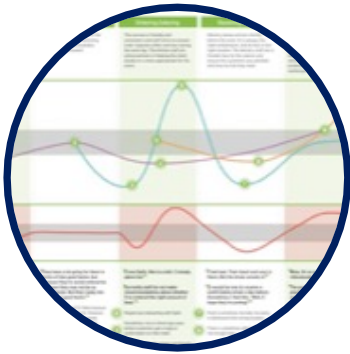
## WHY SERVICE DESIGN?

Seeing the real complexity of the experience from the user's perspective



## WHY SERVICE DESIGN?

### Problems we tackle



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**RBC**

Redesigning the  
experience of  
opening a bank  
account



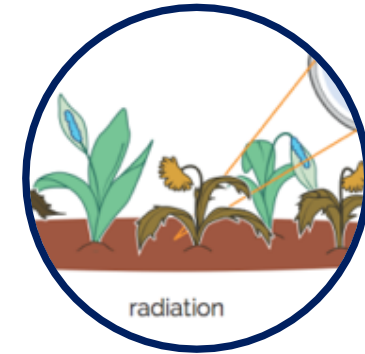
~~~~~  
**TTC**

Understanding the  
user to develop a  
5-year strategic  
plan



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**CREDIT UNION**

Modernizing  
financial health  
assessment tool



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**BRISTOL-MYERS  
SQUIBB**

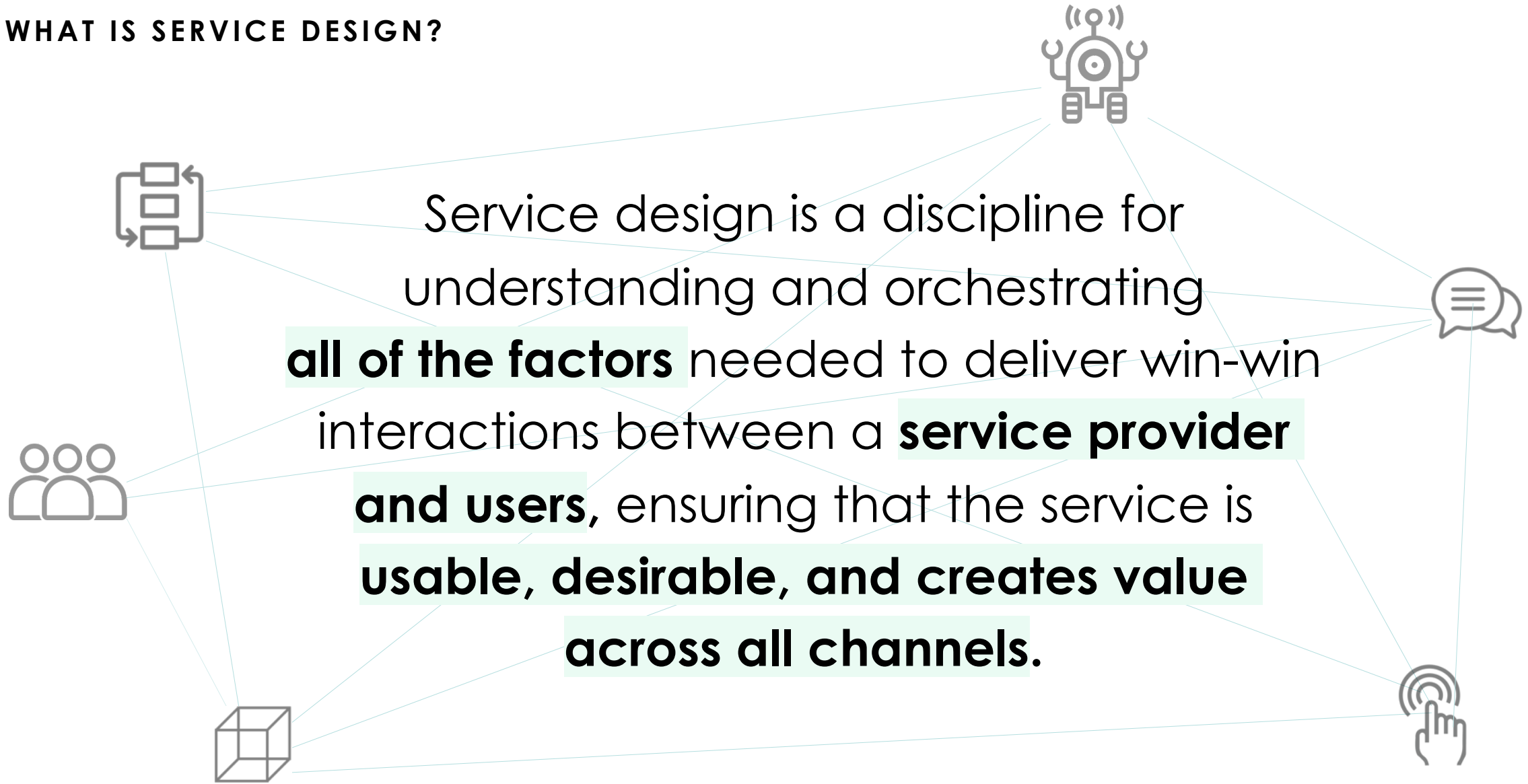
Improving patient  
experience of new  
oncology treatment



# What is Service Design Anyway?



## WHAT IS SERVICE DESIGN?



# WHAT IS SERVICE DESIGN?



# WHAT IS SERVICE DESIGN?





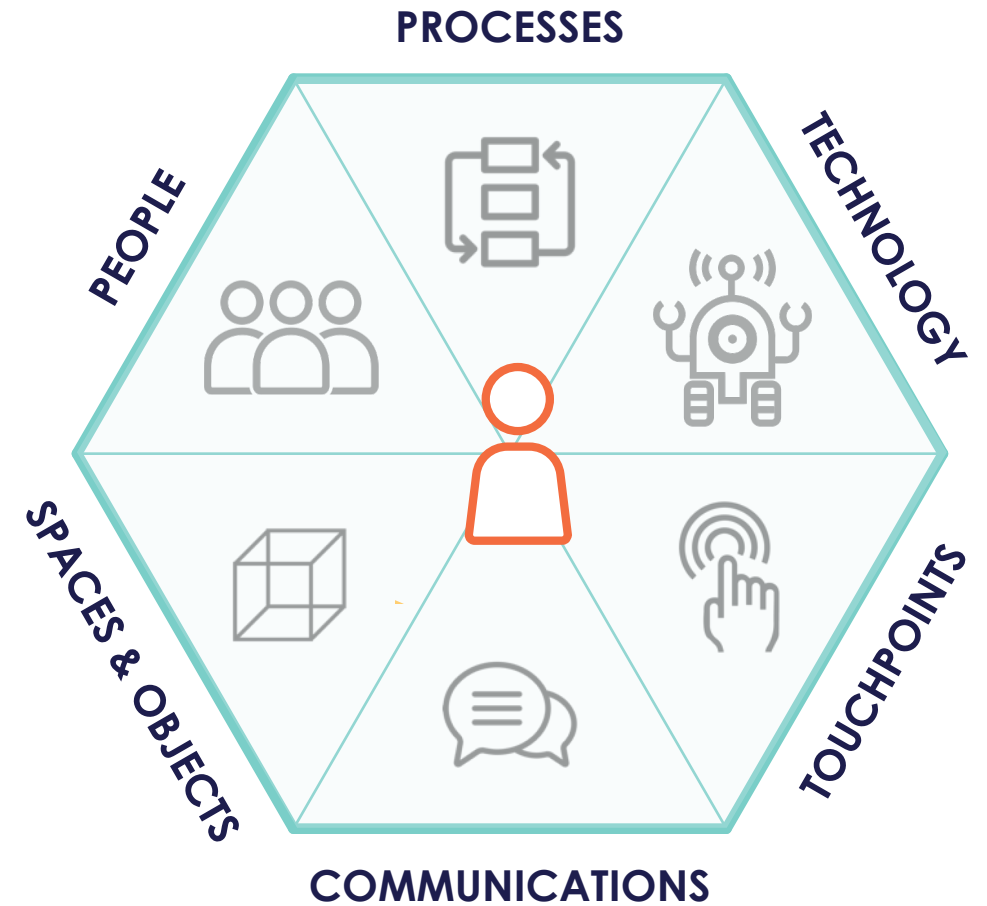
# WHAT IS SERVICE DESIGN?



## WHAT IS SERVICE DESIGN?

A **service** links all of the touchpoints and channels from end-to-end.

**Service Design** actively integrates an ecosystem of channels and interactions to deliver a seamless and fulfilling experience to users.



— CASE STUDY —

# REDESIGNING THE RENEWALS EXPERIENCE

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## CHALLENGE

How might we retain Telus customers by improving the contract-renewing experience?

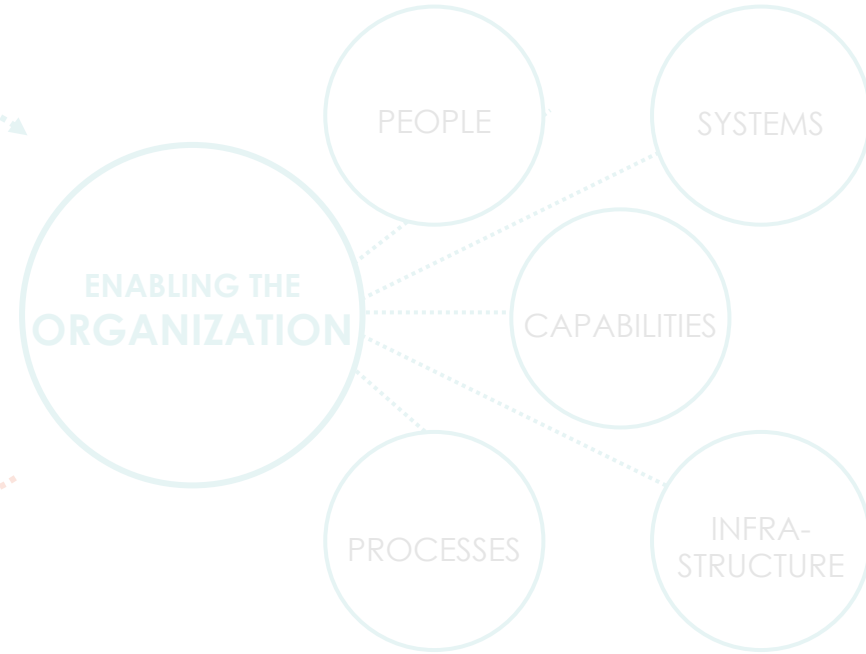
## CASE STUDY

### FRONT OF HOUSE



What people interact with

### BACK OF HOUSE



Processes within the organization  
(invisible to people who use their service)





## INTERNAL WORKING SESSION

Define relevant internal touchpoints



## CASE STUDY

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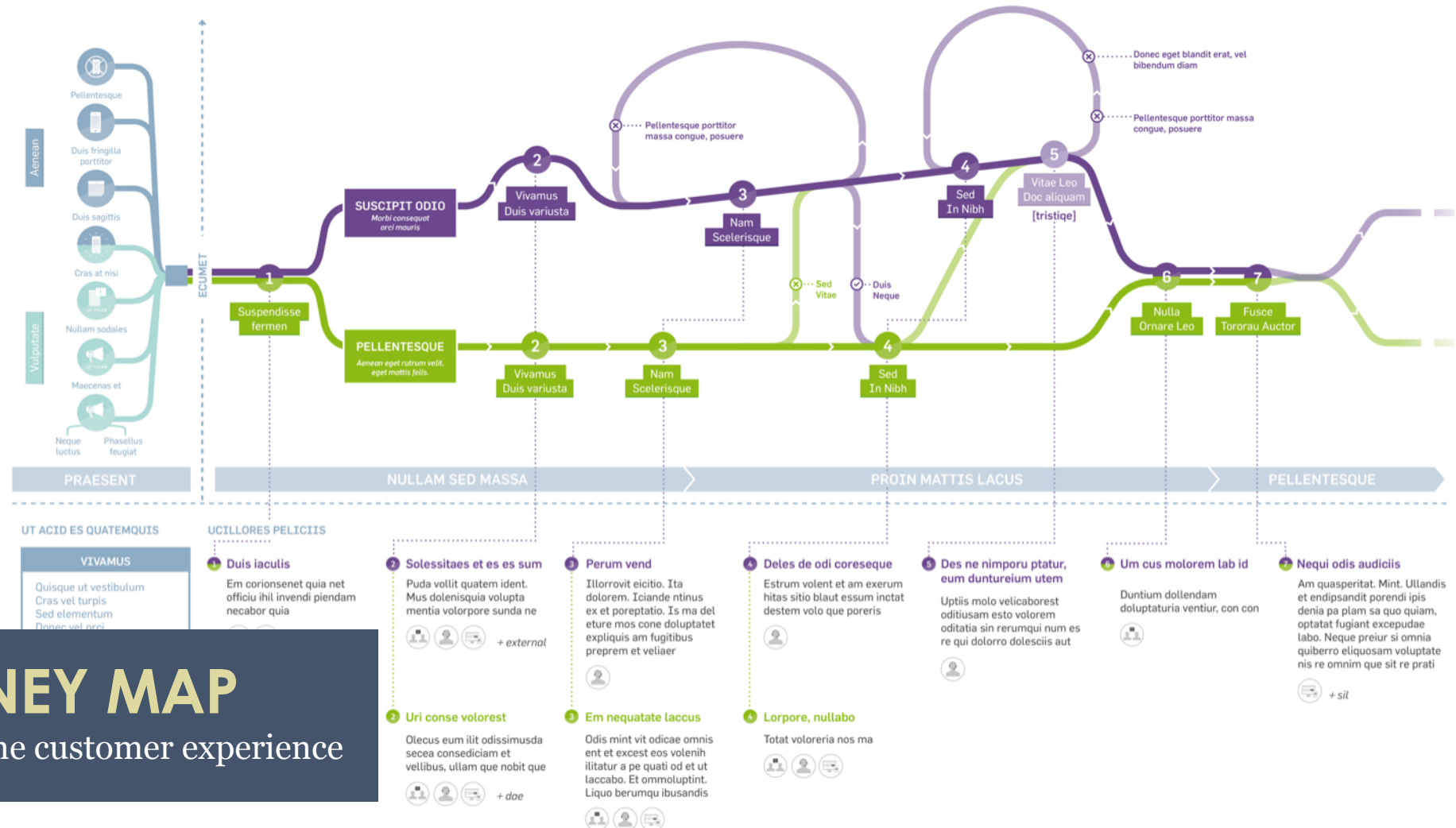


# CUSTOMER RESEARCH

Understand the customer experience

## Vestibulum non elit fringilla

Aliquam eget erat



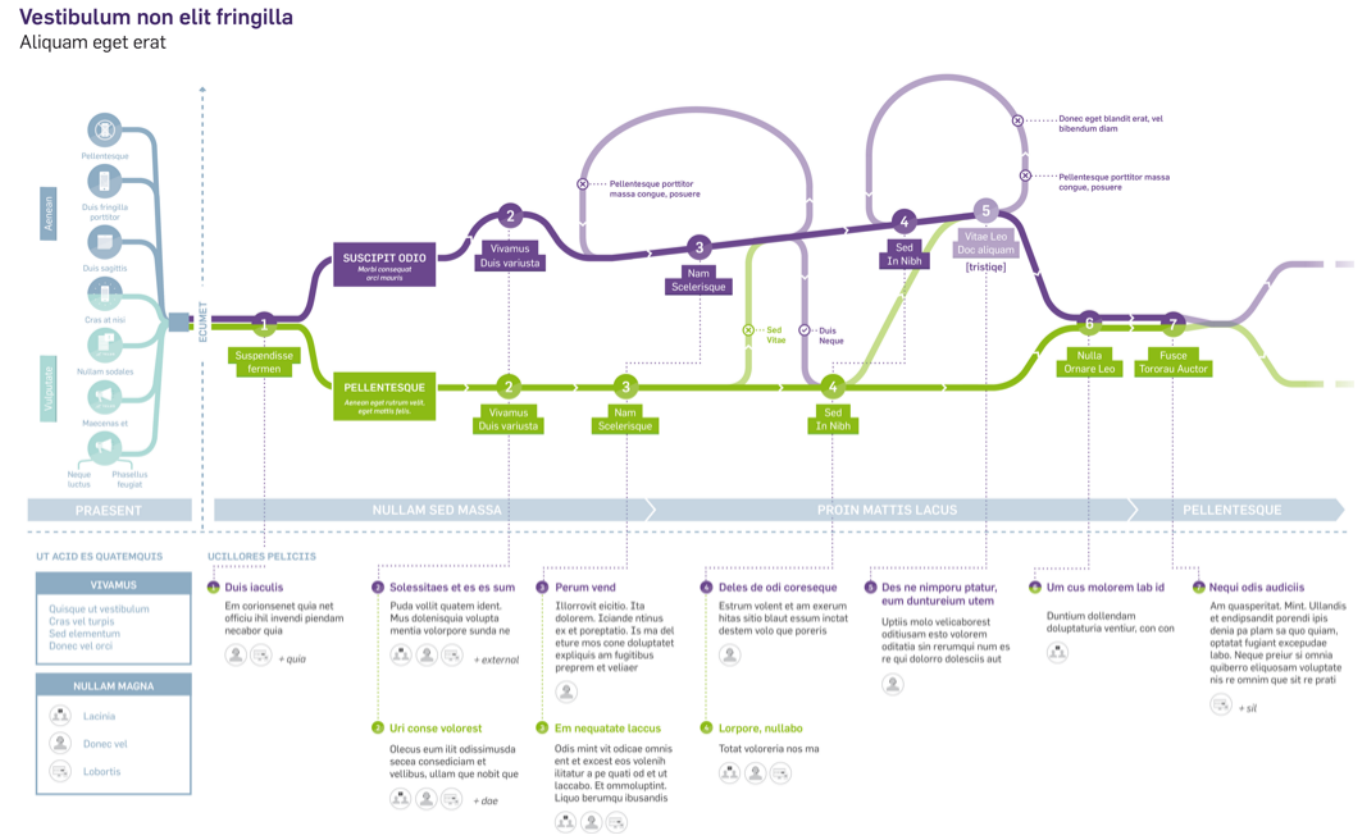
# JOURNEY MAP

## Articulate the customer experience



## TOOLS FOR FRONT OF HOUSE

Journey Maps combine **storytelling and visualization** to help teams understand and address customer needs. It includes all the stages customers go through when interacting with a service.





## CASE STUDY

# CO-CREATION

Collaboratively design solutions

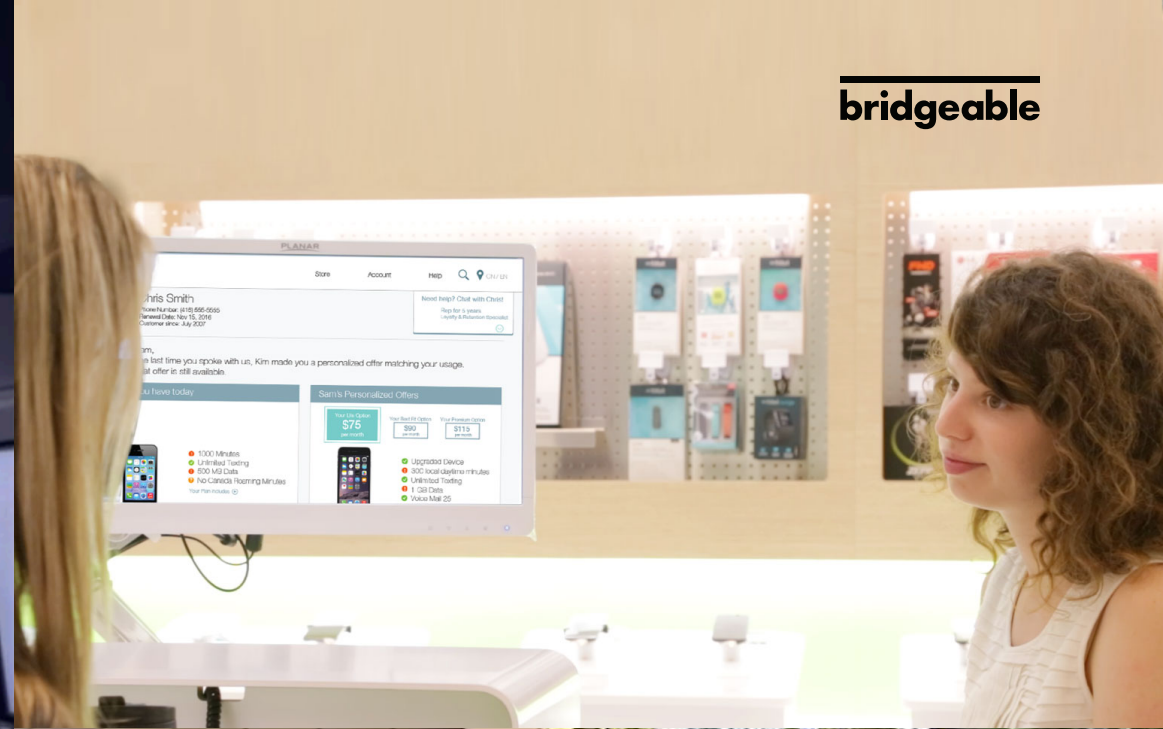




CASE STUDY

TELUS

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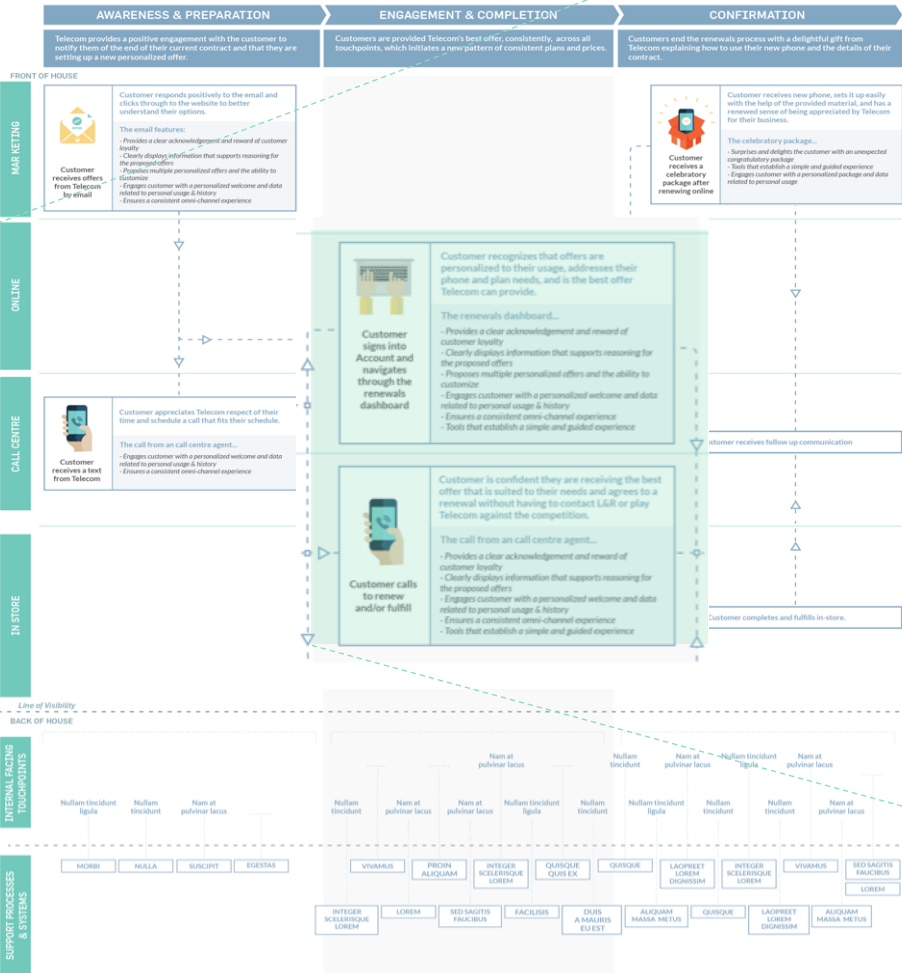
**RAPID PROTOTYPING**


Multi-channel prototype development

# CASE STUDY

Front of House Interactions

Back of House Processes






**Customer signs into Account and navigates through the renewals dashboard**

Customer recognizes that offers are personalized to their usage, addresses their phone and plan needs, and is the best offer Telecom can provide.

The renewals dashboard...

- Provides a clear acknowledgement and reward of customer loyalty
- Clearly displays information that supports reasoning for the proposed offers
- Proposes multiple personalized offers and the ability to customize
- Engages customer with a personalized welcome and data related to personal usage & history
- Ensures a consistent omni-channel experience
- Tools that establish a simple and guided experience



**Customer calls to renew and/or fulfill**

Customer is confident they are receiving the best offer that is suited to their needs and agrees to a renewal without having to contact L&R or play Telecom against the competition.

The call from an call centre agent...

- Provides a clear acknowledgement and reward of customer loyalty
- Clearly displays information that supports reasoning for the proposed offers
- Engages customer with a personalized welcome and data related to personal usage & history
- Ensures a consistent omni-channel experience
- Tools that establish a simple and guided experience

# SERVICE BLUEPRINT

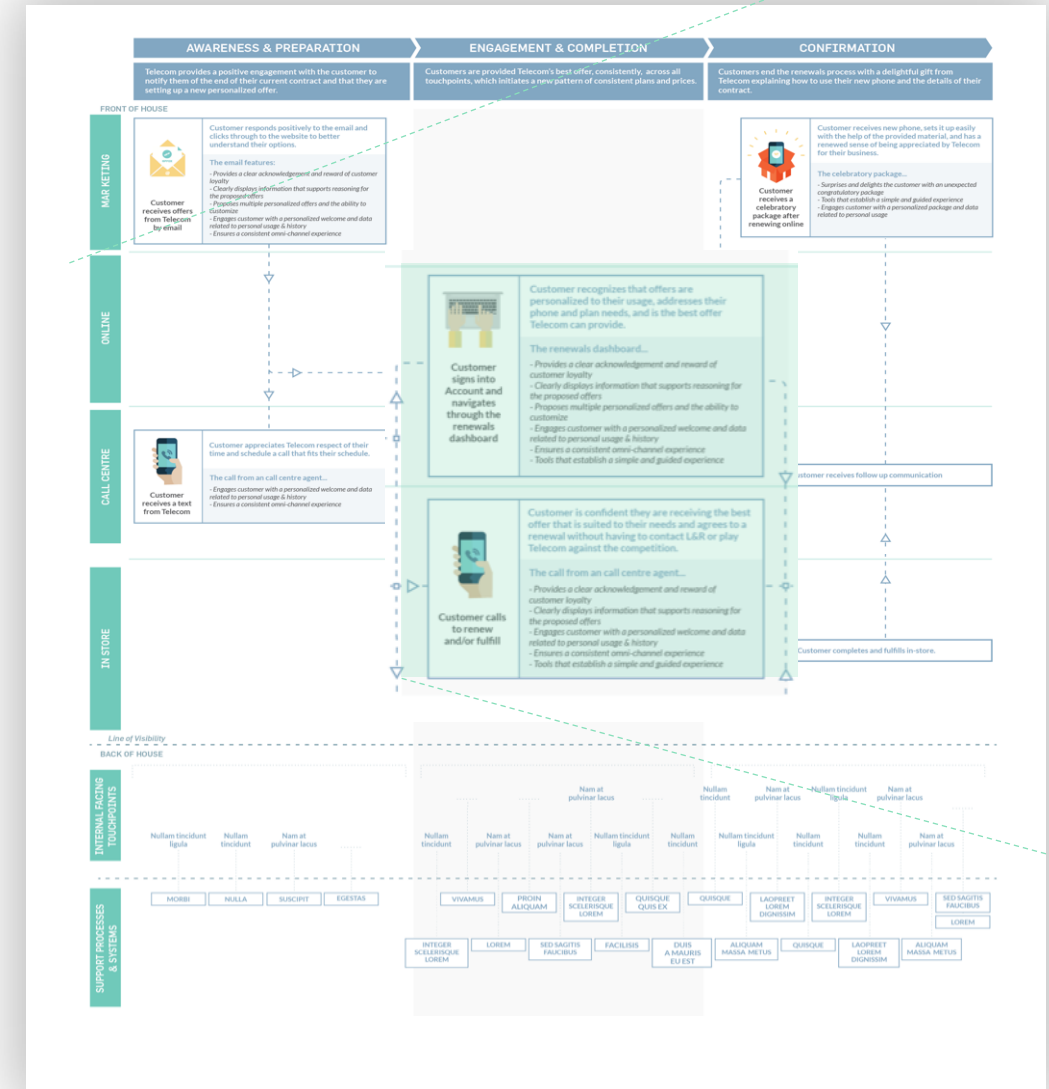
Outline internal and external interactions

## CASE STUDY

## TOOLS FOR BACK OF HOUSE

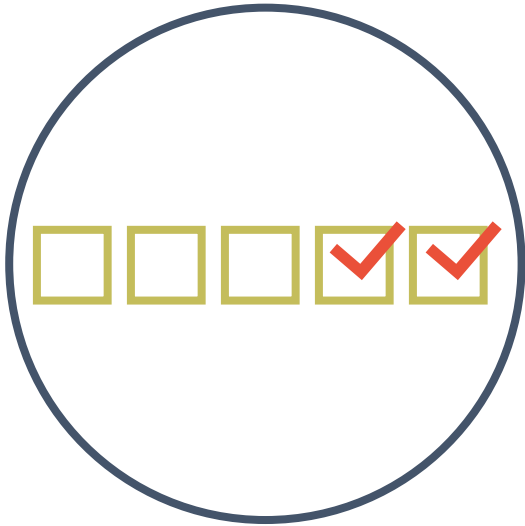
# Service blueprints

The service blueprint is an operational tool that **describes the nature and the characteristics of the service interaction** in enough detail to verify, implement and maintain it.



## CASE STUDY

### IMPACT



Customers consistently ranking experience **top-two-box** on L2R



**400% increase**  
**in online adoption**  
within 3 months  
(from 2.5 to over 10%)



Each online transaction delivered **\$70 of OPEX savings** compared to other channel interactions



**What's Next?**



## Key Takeaways

- 1 **Demonstrate empathy** – learn and think about what people need and their goals
- 2 **Be curious** – dive deep to understand the “why” beyond the “what”
- 3 **Involve people who use your service** – invite collaboration from the get-go
- 4 **Develop an iterative mindset** – always test and keep iterating on your ideas

Please refer to the “**How might I start using Service Design in my work?**” document for more details



## Additional Resources

### BOOKS

- **‘This is Service Design Thinking’ and ‘This is Service Design Doing’**  
Marc Stickdorn, Jakob Schneider, Adam Lawrence, Markus Edgar Hormess
- **Service Design – From Insight to Implementation (Rosenfeld)**  
Andy Polaine, Ben Reason, Lavrans Lovlie
- **Service Design for Business**  
Ben Reason, Lavrans Lovlie, Melvin Brand Flu

### ONLINE RESOURCES

- **Bridgeable website (and blog)**  
[www.bridgeable.com](http://www.bridgeable.com)
- **SDN Global**  
[www.service-design-network.org](http://www.service-design-network.org)
- **Practical Service Design**  
[www.practicalservicedesign.com](http://www.practicalservicedesign.com)



Questions?





# THANK YOU!

Bonnie Tang  
Minyan Wang

