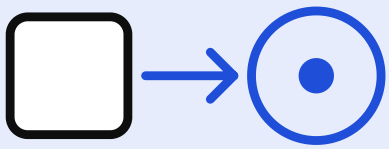
Specialty

Service innovation

Creates new services or transforms existing ones, combining service design with management, innovation and customer experience.



In Spanish
Innovación en servicios

Origin
Kimbell (2014)

What problem it addresses

Innovating in services is different from innovating in products: what changes is how people work and how they relate to the customer.

Principles

A common language
Design, management and technology have to understand each other.

Test small
Pilots before changing the whole organization.

Inside and out
What customers see only changes if the way the organization works inside changes too.

Applications in design

✓ Use it like this
Test the new service with real customers in a pilot.

✗ Avoid
Launching a service without preparing the people who will deliver it.

👁 Don't fall for it
An innovative service the team can't sustain won't last.

Connections

Builds on

- Service-dominant logic

Uses these methods

- Service blueprint

Authors and works

2014	**Lucy Kimbell**	Brought together research and cases on how innovative services are designed in organizations.

Sources

Secondary sources

- Kimbell, L. (2014). The service innovation handbook. BIS Publishers.

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