

# Service Design From Insight To Implementation Andy Polaine

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sustainability, government, finance, communications and healthcare.

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For those who are new to the field, here is a definition written by the authors:

"Service design draws upon the user- and human-centered design traditions as well as the social sciences to form the basis of our work gathering insights into the experiences, desires, motivations, and needs of the people who use and provide services."

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Service design addresses customer needs, executes ideas and creates business value. Service design reduces business risks by testing with customers and staff from day one. Sharing customer insights across organisation breaks down silos and aligns efforts. A smart strategy without good execution rarely achieves service excellence.

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As a new field, the definition of service design is evolving in academia. But in practice, service design is: The activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers. The purpose of service design methodologies is to design according to the needs of customers or participants, so that the service is user-friendly, competitive and relevant to the ...

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