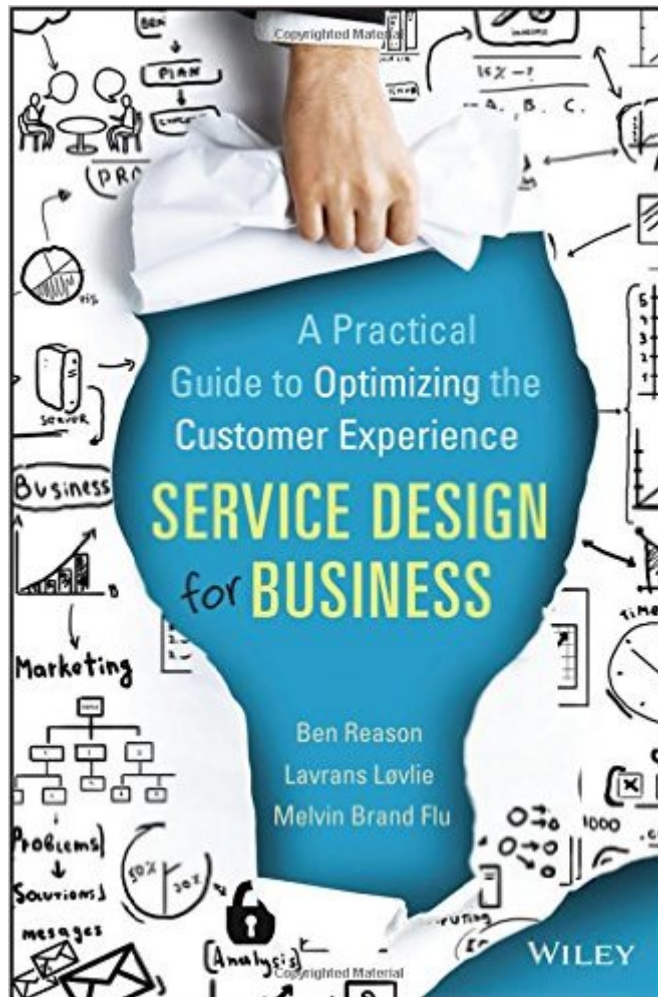# Service Design For Business: A Practical Guide To Optimizing The Customer Experience

Synopsis

A practical approach to better customer experience through service design Service Design for Business helps you transform your customer's experience and keep them engaged through the art of intentional service design. Written by the experts at Livework, this practical guide offers a tangible, effective approach for better responding to customers' needs and demands, and provides concrete strategy that can be implemented immediately. You'll learn how taking a design approach to problem solving helps foster creativity, and how to apply it to the real issues that move businesses forward. Highly visual and organized for easy navigation, this quick read is a handbook for connecting market factors to the organizational challenge of customer experience by seeing your company through the customers' eyes. Livework pioneered the service design industry, and guides organizations including Sony, the British Government, Volkswagen Procter & Gamble, the BBC, and more toward a more carefully curated customer experience. In this book, the Livework experts show you how to put service design to work in your company to solve the ongoing challenge of winning with customers. Approach customer experience from a design perspective See your organization through the lens of the customer Make customer experience an organization-wide responsibility Analyze the market factors that dovetail with customer experience design The Internet and other digital technology has brought the world to your customers' fingertips. With unprecedented choice, consumers are demanding more than just a great productâ"the organizations coming out on top are designing and delivering experiences tailored to their customers' wants. Service Design for Business gives you the practical insight and service design perspective you need to shape the way your customers view your organization.

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Customer Reviews

Given that services comprise more than 80% of economic output, it is surprising how little attention gets paid to how services are designed. We have loving, sumptuous books on building design, furniture design, textile design, logo design, even airline cabin design.But service design? Not so much.Well, donâ ™t blame the creative team at Livework. After fifteen years of pioneering and perfecting the methods of service design, they have written a terrific book showing others how to do it like the pros. This is one of the rare design books that gets right to it. The authors spend less time dropping names and tooting horns, preferring instead to set forth the principles and methods in a succinct, well-illustrated format.To be clear, these people are pros. They formed Livework back in 2001 when most of us were still trying to figure out UX design for digital experiences. Pine and Gilmore had just published â œThe Experience Economy,â • which promised that work is theater. But it didnâ ™t spell out how to â ˆorchestrate memorable momentsâ ™ for customers.Livework chose that translation from promise-to-profit as their mission. As power shifted from producers to consumers, Livework was there on the front lines. The examples in "Service Design for Business" reflect a diverse collection of Europeâ ™s leading product and service companies, both public and private. I canâ ™t say if they learned the hard way or the easy way, but itâ ™s clear they learned.More important, the solution they present is simple and easy to follow. Everything they show is built on the framework of the customer journey. This foundation functions like the bed of a railroad.

Service Design for Business: A Practical Guide to Optimizing the Customer Experience Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine Exploiting Earnings Volatility: An Innovative New Approach to Evaluating, Optimizing, and Trading Option Strategies to Profit from Earnings Announcements The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World Be Our Guest: Perfecting the Art of Customer Service Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way The Experience: The 5 Principles of Disney Service and Relationship Excellence The Automatic Customer: Creating a Subscription Business in Any Industry Buyer Personas: How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results Trend-Driven Innovation: Beat Accelerating Customer Expectations Customer-Centric Marketing: Build

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