

# INFO DAY

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Time to innovate: Service design

Version 1  
06 2020

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Work package: C Communication  
Deliverable: D.C.3.1.4 Info day - on line webinar  
Prepared by: CCIS



## A. Introduction

The society we live is constantly changing, we face challenges such as climate change, growing population, urban growth, the need for energy... All these changes are reflected in the business world, politics and legislation. The business environment of companies is thus becoming increasingly demanding and competitive, and requirements are being transferred to the company. On the other hand, society and individuals and customers are increasingly educated and aware, they want to know what they are buying and they have ever-increasing demands on products, which in turn poses a growing problem for companies to survive in the market. It is therefore extremely important for companies to identify threats and to know the wishes and requirements of the market, users or customers and transfer them to business processes in the company and products. It is crucial for companies to become open to innovation and to be able to recognize it.

The answer to these requirements can be "service design", where the key is to connect the industry with the creative industry, which opens new insights to companies with their different thinking. With the planning of processes in the company, all situations from the planning of services/products step by step, and these are adapted to the user's needs, so that the user gets the best possible experience.

On June 11th 2020, Chamber of Commerce and Industry of Slovenia organized an Info day in form of webinar, mainly for the manufacturing companies, entitled "Time to innovate: Service design" The aim of the webinar was to present to attendees what service design is and to encourage them to start thinking about this process and to invite them to take part of the project.

24 attendees participated the webinar, although there were 40 applications, among them mostly representatives of manufacturing and service companies and other establishments.

**4 CORE ACTIVITIES**  
The process of service design

Research Ideation Prototyping Implementation

**THIS IS SERVICE DESIGN THINKING & DOING**  
2020 | Marc Stickdorn | @MrStickdorn

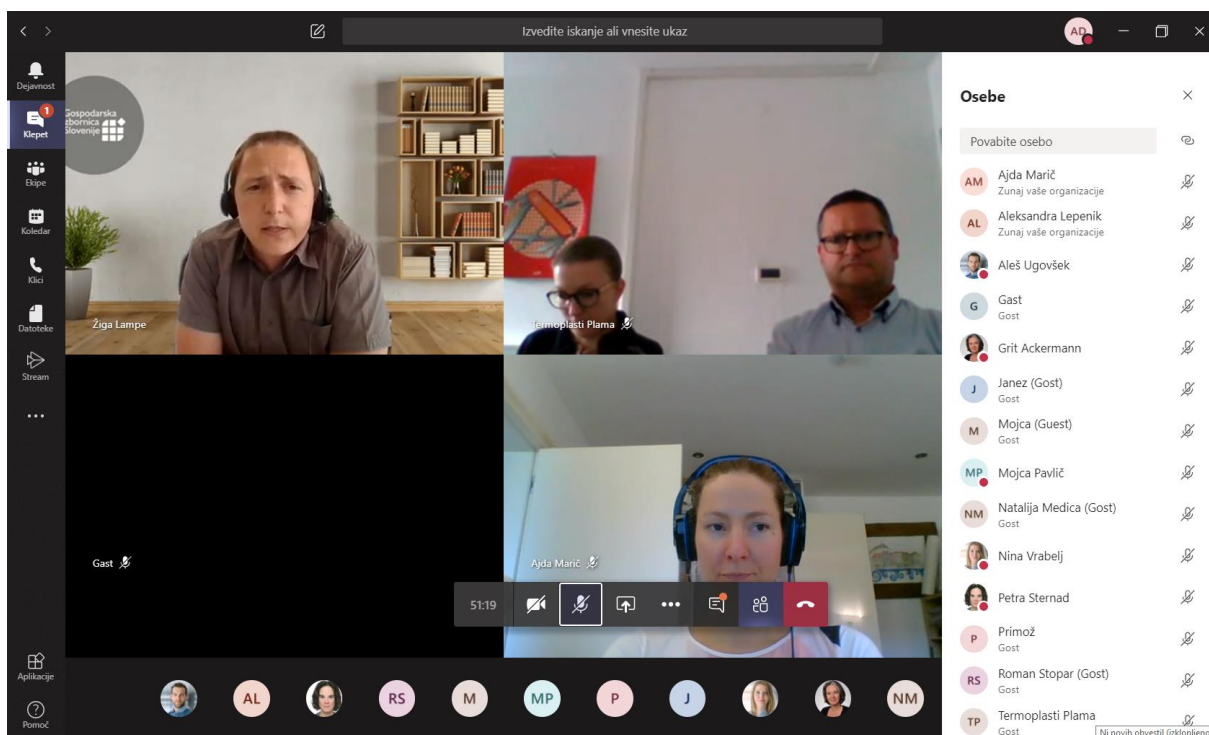
**Osebe**

- AD Alenka Dovč
- AM Ajda Marič
- AL Aleksandra Lepenik
- Aleš Ugovšek
- Gast
- Grit Ackermann
- Jana (Guest)
- Janez (Guest)
- MO Maja Oblak
- MM Marin Medak (Guest)
- M Mojca (Guest)
- MP Mojca Pavlič

## B. SUMMARY: “Time to innovate: Service design”

### A.1. Webinar

First, Žiga Lampe from CCIS made an introduction and presented how companies can join the activities in the project.



As the programme of the info day shows, there were three speakers. First, Marc Stickdorn, service design expert, Co-founder and CEO of ‘More than Metrics’, a growing company creating software for service design, such as ‘Smapply’ and ‘ExperienceFellow’, presented what service design is and why should companies use this method to increase their business. Marc is also an editor and author of the award-winning book “This is Service Design Thinking” (2010) and a main author of its sequel “This is Service Design Doing” (2018) and “This is Service Design Methods” (2018).

With his inspirational presentation he wanted to advise the companies how to introduce service design into their business process. He pointed out that it is crucial that companies understand the customer. He also stressed that the service or product should be advertised in real, one should not promise an experience the customer would not get. When designing the service/product it is very useful to do interviews with customers to know how to get rid of negative customer experience.

In developing this process marketing, IT, design and sales are very important pillars. One should start with an idea, first draft and then develop it further. In all steps of designing a product, one should always think about the customer experience.

After the presentation of Marc Stickdorn, Primož Mahne from Gigodesign and Marin Medak from the company Della Spina presented a good practice of connecting company with the creative industry and making a success story.



Primož is the head of design research and brand strategist at the Gigodesign agency. He is responsible for the planning, implementation and analysis of design research and helps companies identify the unaddressed needs of users and other stakeholders. Marin is the co-founder of Della Spina, which is changing the way prescription glasses are purchased. By shortening the supply chain, its own lens sharpening lab and direct contact with customers, Della Spina offers a much friendlier user experience of buying glasses for half price than conventional opticians. Together they made a great success story. Gigodesign, as an example of creative industry helped design services for Marin's company Della Spina.

In their presentation they highlighted the importance of the customer experience. Services bring higher added value to products and the entire service was planned in steps from start to finish. They had 35 scenarios of how to react if things went wrong. If customers are satisfied, they are not only loyal, they are also proponents of the company. Their advice to other companies who are starting to introduce service design method in their business is to:

- become a user of your own product
- talk to buyers, sellers, call center...
- if company chooses only one thing from service planning, they should choose a survey!

After the presentations of the speakers, participants attended the workshop lead by Žiga Lampe. The goal of the workshop was to define how companies see the service design method, where they see obstacles and where opportunities. It was done in the application Mural, where companies could post comments and ideas about the subject. A list emerged, that will help to see how to offer cooperation to the companies in the project.



The workshop showed, that companies on one side:

- do not know how to tackle the service design method
- they think they don't have enough time and money
- they are doing just fine now and are sceptic about business process transformation

and on the other side, the companies believe that by introducing service design to their business:

- they would gain new customers,
- it would have a positive impact on increasing their business,
- their customers would be more satisfied with the product/service,
- they would gain competitive advantage,
- they could enter new markets,
- etc.

The screenshot shows a Mural collaborative workspace with two sessions of sticky notes. The top session, 'Session 1', contains notes about service design challenges and solutions. The bottom session, 'Session 2', contains notes about reasons for adopting service design.

**Session 1: Highlight votes**

- Preveč komplicirano
- Nebis prikazati sprememb/improvizacij SD v obstojni upravi
- ne vemo kako se tega loti
- fokus na prodajo ali na razvoj
- Imamo dvome o uporabnosti
- "Tako kot je, je v redu"
- preveč smo utajeni v svojih tiskanih, grafičnih in drugih dokumentih, grafičnih in drugih dokumentih
- Ali želimo se tamkajšnje zamisliti
- storitveno oblikovanje ni za proizvodna podjetja
- Priredilo dobrih praks v obstojni upravi
- Pomembnost vloge
- Kako zasesti
- Ne znamo
- pomenjajo dana
- Ne vemo kako
- Ni denarja

**Session 2: 5 razlogov zakaj da**

- nove stranke
- inovativne storitve
- knjižnična prednost
- Nov poslovni model
- Bolj zadovoljna stranke
- Zadovoljstvo strank
- dobra izkušnja s strankami
- Večje prepričevnost podjetja blagovna znamka
- Večje dohodek vrednost produktov
- povečanje prodaje
- odpiranje novih trgov
- Zadovoljni zaposleni
- Boljša učinkovitost
- Boljša promocija od ust do ust



#### Info day programme:

Čas	Predavanje	Izvajalec
11.00 - 11.05	Time for innovation - the purpose of the webinar - business opportunities	Žiga Lampe, CCIS
11.05 - 11.35	This is service design thinking and doing	Marc Stickdorn, More than metrics
11.35 - 12.00	How service design lowers risks and increases chances of success - the story of Della Spina	Primož Mahne, Gigodesign and Marin Medak, Della Spina
12.00 - 12.10	ODMOR	
12.10 – 12.50	WORKSHOP FOR THE COMPANIES	Žiga Lampe, CCIS
12.50 – 13.00	Conclusions	

## A.2. Participants

There were 23 participants that attended the webinar, although 40 attendees registered. The webinar recording was sent to all registered companies. Profile of the participating attendees is described in the table below.

Table 1. Profile of the participants of the info day

CCI representatives	8
ministries' representatives	1
companies	12
Educational institutions	2
<b>Total</b>	<b>44</b>

Link to the interviews with the speakers:

<https://www.youtube.com/watch?v=aHjRjEQJoUE&feature=youtu.be>

Link to webinar recording:

<https://www.youtube.com/watch?v=Xr2Nk5ZgWBQ&feature=youtu.be>



## C. Evaluation

Evaluation questionnaire was prepared and sent out to the participants together with the recorded webinar, interviews and presentation from the info day. There were 8 responses. Here is the summary of the evaluation results:

- a) Table 1. Assessment of level of satisfaction with different aspects of the event (on a scale 1-5, 1-very dissatisfied, 5-very satisfied):

Aspects assessed	Average score
Your overall satisfaction with the organization of the event	5
Your satisfaction with the quality of the speakers	4,75
Your satisfaction with the quality of the discussion at the event	4,75
Satisfaction with the event as a whole	4,9

**The satisfaction with the event was 97%.**

- b) Open question: Are you interested in introducing service design in your business?

Answers from respondents:

Yes - 6 answers.

No - 2 answers.

- c) Are you interested in cooperation in the project COCO4CCI?

Answers from respondents:

Yes - 5 answers.

No - 3 answers.

- d) In what areas is there an interest in cooperation?

Answers from respondents:

- connection with creative sector
- service design and linking to cultural industry

Annex 1: Participation list