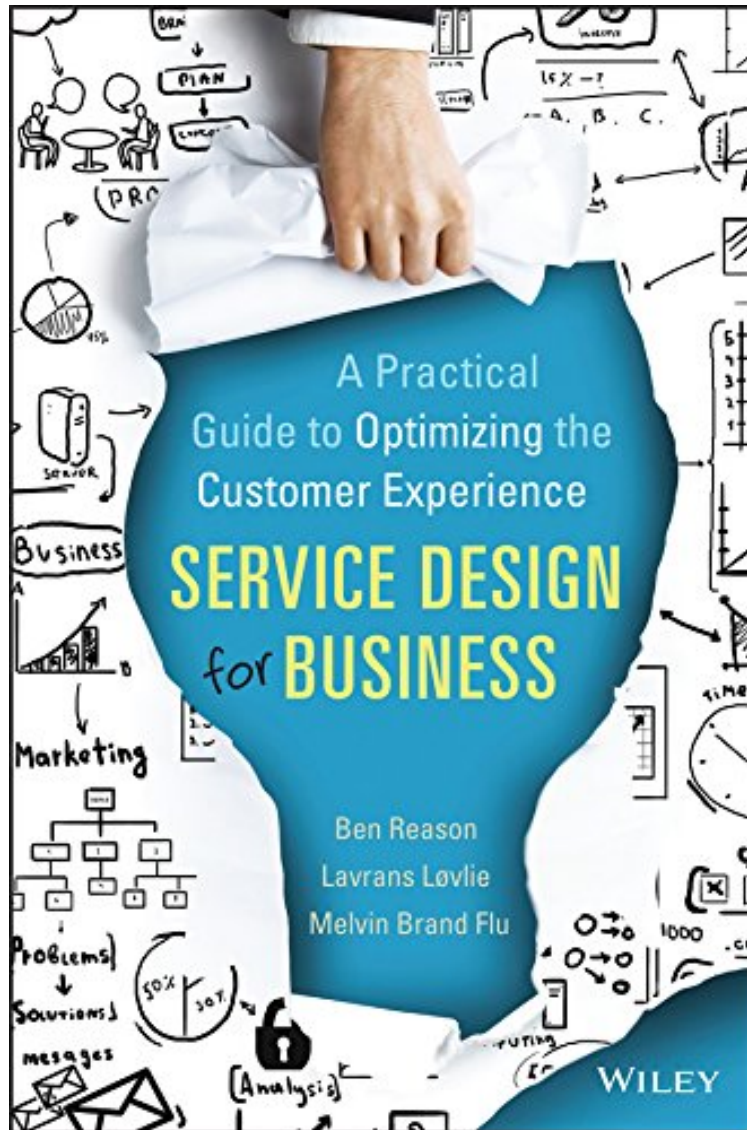


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Service Design for Business: A Practical Guide to Optimizing the Customer Experience

Ben Reason, Lavrans Lovlie, Melvin Brand Flu
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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 productmdash;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.

From the Inside FlapOrganizations spend significant time designing tangible products. Services receive less design attentionmdash;however, if your business is to succeed in today's highly competitive marketplace, this needs to change. Generally, services are less productive and cause more frustration to customers than products. Service design addresses this quality and productivity gap. Service Design for Business can help your organization tap into the power of intentional service design to transform your customer's experience. Written by Ben Reason, Lavrans Loslash;vlie, and Melvin Brand Flu from Liveworkmdash;the world's first service design companymdash;this vital resource shows how to tap into the power of service design to address specific business challenges, create positive outcomes, and enhance capabilities. No matter if your company is involved in business-to-consumer, business-to-business, or government services, all services ultimately serve people. This practical book defines the core principles and presents the formidable tools of service design that can be used successfully across all sectors. Livework is the groundbreaking leader in the service design industry, and has guided companies toward a more carefully curated customer experience including such noteworthy organizations such as Samsung, Johnson Johnson, the British Government, the BBC, J.P. Morgan and more. Let Ben Reason, Lavrans Loslash;vlie, and Melvin Brand Flu help you see your organization through the lens of your consumers and show you how to put service design to work in your company.From the Back CoverTRANSFORM YOUR CUSTOMERS' EXPERIENCE THROUGH SERVICE DESIGN "Service design has been around for 20 years and has matured from a niche design discipline to a more comprehensive and accessible way to tackle customer, business, and organizational challenges. However, it is still under recognized and undervalued by businesses. This book aims to address this in two ways. First, by putting the value of service design into business terms and second, by showing how service design can connect to core business outcomes and capabilities." mdash;FROM THE INTRODUCTION From Ben Reason, Lavrans Loslash;vlie, and Melvin Brand Flu, the directors of Liveworkmdash;the groundbreaking service design companymdash;comes Service Design for Business. This is the indispensable guide for any organization that wants to move their customers to a more positive experience. The authors show how to transform your customer's experience and keep them engaged through the art of intentional service design. Written in practical terms, Service Design for Business offers all types of organizations (business-to-consumer, business-to-business, or government services) a proven, effective approach for better responding to customers' needs and demands, and provides a strategy that can be implemented immediately. Reason, Loslash;vlie, and Brand Flu walk you through their winning service design approach to problem solving that can help your business succeed. They give you the tools to tackle the common challenges and resolve real issues in order to move your business forward. Organized for easy navigation, this essential handbook offers the information needed for connecting market factors to the organizational challenge of customer experience by seeing your company through the customers' eyes. For additional content, cases studies and tools relevant to this book, please visit: www.liveworkstudio.com/SDinBAAbout the AuthorBEN REASON is a founding partner of Live-workmdash;winners of the prestigious Designweek 'Design Team of the Year' award in 2014. As director of the London studio he continues to pioneer the discipline and is a visiting tutor at the Royal College of Art, London. LAVRANS

LOslash;VLIE is a founding partner and Director of Livework. His work includes projects with the BBC, Sony, Orange, VW, several of the largest hospitals in Norway and the United Nations. He has taught at universities across Europe and is a board member of the Norwegian Design Council. MELVIN BRAND FLU is a partner and the Director of Strategy and Business Design at Livework. He has over 25 years of experience working as a business and strategy consultant.