

Richard Gee

From: info@designindustry.co.nz
Sent: Friday, 24 August 2007 7:09 a.m.
To: richard@salesmarketing.org.nz
Subject: inform - designindustry news



inform

designindustry

SERVICE DESIGN 2007

inform, Aug - Sep

In this issue of inform we consider the prospect of deliberate and effective service delivery that has been carefully crafted through a meaningful design process. A seamless contribution to the overall package that we can be confident of repeating successfully in future projects.

As design in general has become more widely accepted as a critical component of good business practice, design of the tangible has remained dominant. The intangibility of service often results in it being filed firmly in the too hard basket leaving us focussed on issues more easily dealt with but not necessarily as rich in value.

In many cases product and service delivery are inextricably linked, therefore to achieve 100% customer satisfaction, these two components must be meshed to form a cohesive package.

One of the biggest challenges with service delivery is that often, it is instant. There is no time for incremental improvement - once the damage is done, there is rarely an opportunity to undo it.

A second significant challenge is that often, service delivery is judged by criteria known only to the individual consumer. And sometimes the best service is that which goes completely unnoticed. This makes researching and planning all the more critical to ascertain as clearly as possible what the parameters for great service are in the minds of the customer. We then have to design models that allow us to satisfy those needs in ways that are sustainable.

Clearly this is no easy task but in order to deliver a superior end result to the marketplace, it is imperative that organisations adopt a clear focus on service design as a component of their overall design programmes.

Our articles in this issue focus on effective service design as a competitive advantage.

As always your [feedback](#) is gratefully received.



HAND-WRINGING AND TEETH-CLENCHING:

SERVICE DESIGN IN THE PUBLIC SECTOR

by Fraser Scott

intelligence

How's your design process? Are your products succeeding in the market?

A designindustry Design Audit will help you to see where improvements can be made in your organisation's design processes, and improve the likelihood of success for new products or services.

For more information, click [here](#)

indepth

Would you like to get into the minds of your customers?

designindustry's *Winning Personas* one-day course ensures your products and services are designed with the end user in mind. Satisfied users mean better sales and a better bottom line.

For more information, click [here](#)

Distractions

In thinking about the simple act of a trip to the supermarket, let's reflect on changes in service over the last twenty years or so:

Each item was individually priced, an actual person weighed and priced goods from the bulk bins, the checkout operator keyed in the price of each item, packed our groceries, took our cash and worked out the correct change to give us....

Many people think the national sport of New Zealand is rugby. But on sheer numbers and passion, surely complaining about the government is a strong contender!? I will put my hand up and admit to being a boots 'n' all participant in...[Read Article](#)



[BANKS WE CAN BANK ON:](#)
SERVICE DESIGN IN BANKING
by Rod Oram

In theory, banks can offer brilliant service. They have three big things going for them: a service we all need; technology to deliver it; and the chance to earn our undying loyalty. But in practice, banks rarely do. Efficiency and accuracy are the...[Read Article](#)



[CONSTRUCTION AS A SERVICE:](#)
THE SERVICE COMPONENT OF CONSTRUCTION
by Michaela Blacklock

It can be said that the place of construction sits second only to agriculture as pivotal to the stability and advancement of the New Zealand economy and yet it appears that publicity surrounding this vital sector is nothing but negative. Leaky building...[Read Article](#)



[NEW ZEALAND'S "HEALTH CARE WOES"?:](#)
SERVICE DESIGN IN THE HEALTH SECTOR
by Doctor Philip Jacobs

Every day the news is full of health stories, some good, mostly bad. We seem to lurch from one crisis to another, never achieving a state of satisfactory performance. The work force feels poorly paid, undervalued and over managed. Things...[Read Article](#)



[MAXIMUM COMMUNICATION ADVANTAGE:](#)
SERVICE DESIGN IN THE TELECOMMUNICATIONS INDUSTRY
By Tony Baird BE, MIEE, FNZIM, IoD

If you're anything like me you are probably getting a bit tired of the most innovative telecoms product being a new ring tone or some SMS application that tells you its time for a Big Mac at the shop across the road. Back when I started in the...[Read Article](#)

Today we weigh our own goods from the bulk bin, find the price of each item somewhere on the shelf ourselves, have the option of scanning our own groceries, at times we pack our own groceries and then we scan our own EFTPOS or credit card.

Some of these things constitute advances in service but overall, self-service seems to be the new design in this context. Can we draw similar conclusion when we think about banking?!

Design Input

[Driving Sustainable Design](#) (Businessweek)

With Dott 07, John Thackara looks at daily life as a design opportunity and tackles social issues in small doses

[Hospital Design Saving Lives](#) (Businessweek)

Design changes can cut infection rates, lower physician errors, improve staff performance, and make all the difference in delivering care

[Tough Love](#) (Fast Company)

Business wants to love design, but it's often an awkward romance.

[No Accounting For Design](#) (Fast Company)

Great design drives profits. We know that. But we can't prove it--yet.

Click [here](#) to unsubscribe to **inform**

© designindustry 2007

To Unsubscribe, please [click here](#).