

SERVICE INNOVATION (23073-V)
HANKEN School of Economics

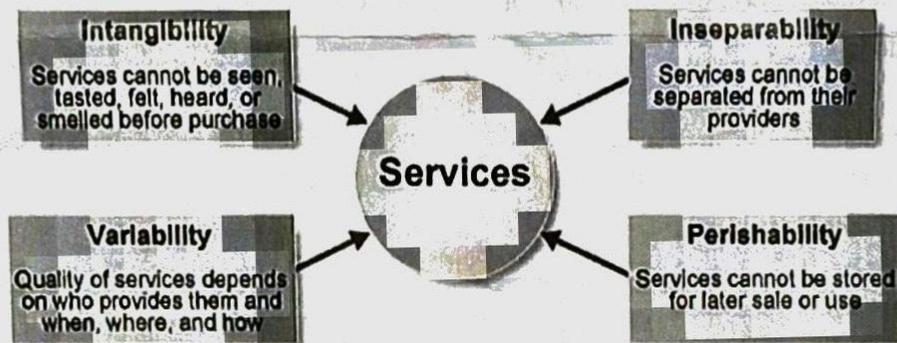
Fall term 2015
Date: 23.10.2014
Time: 4 h (09.00-13.00)
Instructor: Peter Björk
Means of assistance: None

There are four questions. Each question is worth 15 points at a maximum.
You need 30 points to pass the exam.

Good luck!

- 1) Services are acts performed for others, and has been portrayed as different from goods by their characteristics (Figure 1).

Figure 1 Service characteristics



http://www.laukamm.de/fomweb/elearning/marketing/services/kotl_marketing_services.htm

Discuss how these service characteristics influence the processes of new service development, and explain the main differences between new service development and new product development.

- 2) In the article "Welcome to the Experience Economy" Pine and Gilmore explain how experiences are a distinct economic offering, as different from services as services are from goods. They discuss designing memorable experiences and identify five key experience-design principles;

"Theme the experience
"Harmonize impressions with positive cues"
"Eliminate negative cues"

"Mix in memorabilia"

"Engage all senses"

Describe these five experience-design principles, and explain how they can help companies designing service innovations.

- 3) Barcet, (2010) present in chapter 2 "Innovation in services: a new paradigm and innovation model" in Gallouj and Djellal "The Handbook of Innovation and Service" a layer model of innovations. There are as he explains 4 interacting layers, which enables the identification of relevant questions and actors which the questions particularly concerns.

Linked to service innovation processes, the questions are

Why and for who (Layer 1)

What (Layer 2)

How (layer 3)

With what and with whom (Layer 4)

Explain what a) kind of knowledge from b) whom (which actors) can be absorbed by posing these questions, and c) why is it important to get answers to these questions (thinking of service innovations)?

- 4) In this course, each team developed a "service innovation model" (as an assignment). Describe your model (the model of the team) and explain its strengths and weaknesses.