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 Innovation: How to Go from Customer Needs to Breakthrough Services The job maps, the templates for customer outcomes and job statements and the examples are awesome and very useful to practical application of the ideas. Amazon.com: Service Innovation: How to Go from Customer ... Lance Bettencourt, author of Service Innovation: How to Go From Customer Needs to Breakthrough Services, has a passion for services. For decades he was an academic in services marketing and management. Now, an experienced strategy adviser for Strategyn, he realized that there was not much written about service innovation. So he wrote this book. Service Innovation: How to Go from Customer Needs to ... To achieve this shift in your business—one that takes you from making educated guesses to building a clear model to guide service innovation—Bettencourt instructs on the finer points of how to rethink your approach to the customer's needs: how the customer defines value in a product or service. 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background — let's get to the method that I believe will be your team's go-to moving forward. Enter: The Service Blueprint. It's called a service blueprint, and it is a — if not the — foundational method of service design.

Innovation Training. From writing better concepts, to breaking down barriers to your internal innovation efforts, our training workshops give you the knowledge you need to succeed. We train corporate teams in creativity and innovation tools, techniques and theories that go from half-day overview trainings to full three-day corporate culture events.

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To achieve this shift in your business—one that takes you from making educated guesses to building a clear model to guide service innovation—Bettencourt instructs on the finer points of how to rethink your approach to the customer's needs: how the customer defines value in a product or service.

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Core Service Innovation Core service innovation is the discovery of ways to help the customer get a core job done better with new or improved services. The focus is on improving the outcomes for customers of a core job.

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And in Service Innovation, Bettencourt gives a master's class on the art and science of creating breakthrough service products. True service innovation demands that you shift the focus away from the solution and back to the customer.

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New service innovation comes from the discovery of new or related jobs that a current or new service can help the customer get done. Core service innovation comes from helping the customer get a core job done better by improving a current service or introducing new services.

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Innovating in a service business works best if the innovations are: 1) aligned with your core purpose, 2) meet a future consumer need and 3) can be executed by your organization.

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The VP of Innovation at the United Way uses listening and quick wins to coordinate innovation efforts across 1,200 United Way offices. Find out why their organization was named one of the world's most innovative companies for 2019 by listening to the latest episode in the IdeaScale Nation podcast.

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