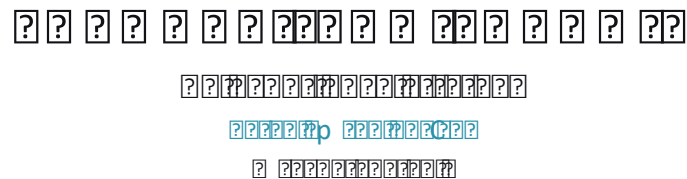


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Service Design & Product Management— Friends or Foes?

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nakedinnovation PARADIS / M^cCAW
IIT Institute of Design

uncovering a shared approach
for creating value

ROGER MARTIN, DEAN, ROTMAN SCHOOL OF MANAGEMENT,
UNIVERSITY OF TORONTO

Chicago, Illinois | www.id.iit.edu

IIT Institute of Design

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The digital transformation of the business process is a complex task that requires a deep understanding of the business and its processes. It is a journey that starts with a clear vision and a strong commitment to change. The first step is to identify the areas of the business that need to be transformed. This is followed by a thorough analysis of the current state and the development of a detailed plan. The plan should outline the goals, the scope of the project, the resources required, and the timeline. Once the plan is in place, the next step is to implement the changes. This involves a combination of technology, process changes, and people. The final step is to monitor the progress and make adjustments as needed. Digital transformation is not a one-time event, but a continuous process that requires ongoing effort and investment.

IDC MarketScape: Worldwide Digital Strategy and Agency Services for Digital Customer Experience Consulting Vendor Assessment



Source: IDC, 2017

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01 The Transformation Imperative

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Rapidly changing expectations—
what people consider best-
in-class today, will be out of
date tomorrow.



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of companies
expect to compete
mostly on the
basis of customer
experience by
2016¹



of customers have
higher expectations
of customer service
than they did just one
year ago²



of customers
reported switching
brands due to poor
customer experience²



cumulative total
return: CX leaders
outperformed S&P
500 return of 72.3%
2007 to 2014³

1. Gartner Leadership Survey, 2015
2. Global Multichannel Customer Service Report, 2015
3. Customer Experience ROI Study Watermark 2015

QUESTION

Every company is a technology company, no matter what product or service it provides. The companies that embrace this fact are the ones that shape our world.

Global smartphone adoption

of global consumers are projected to have a smartphone, while 1-in-5 US adults will use a wearable¹

AI and automation cannibalizing revenue

of revenue will be cannibalized by competitors leading with AI and automation from their less savvy peers²

AR/VR market size

is the projected annual market size of AR and VR by 2020, with AR accounting for the great majority, \$90B, of that total³

Cloud services spend

is the projected annual spend on cloud services globally by 2020⁴

IoT spend

is the projected annual spend on IoT tech, apps, and solutions by 2020, with nearly 50% in utilities, manufacturing, and logistics⁵

1. Forrester/eMarketer
2. Forrester
3. Digi-Capital
4. Gartner
5. BCG

Agility—the ability to move faster than the competition, in line with customers, is perhaps the single most critical organizational competency.



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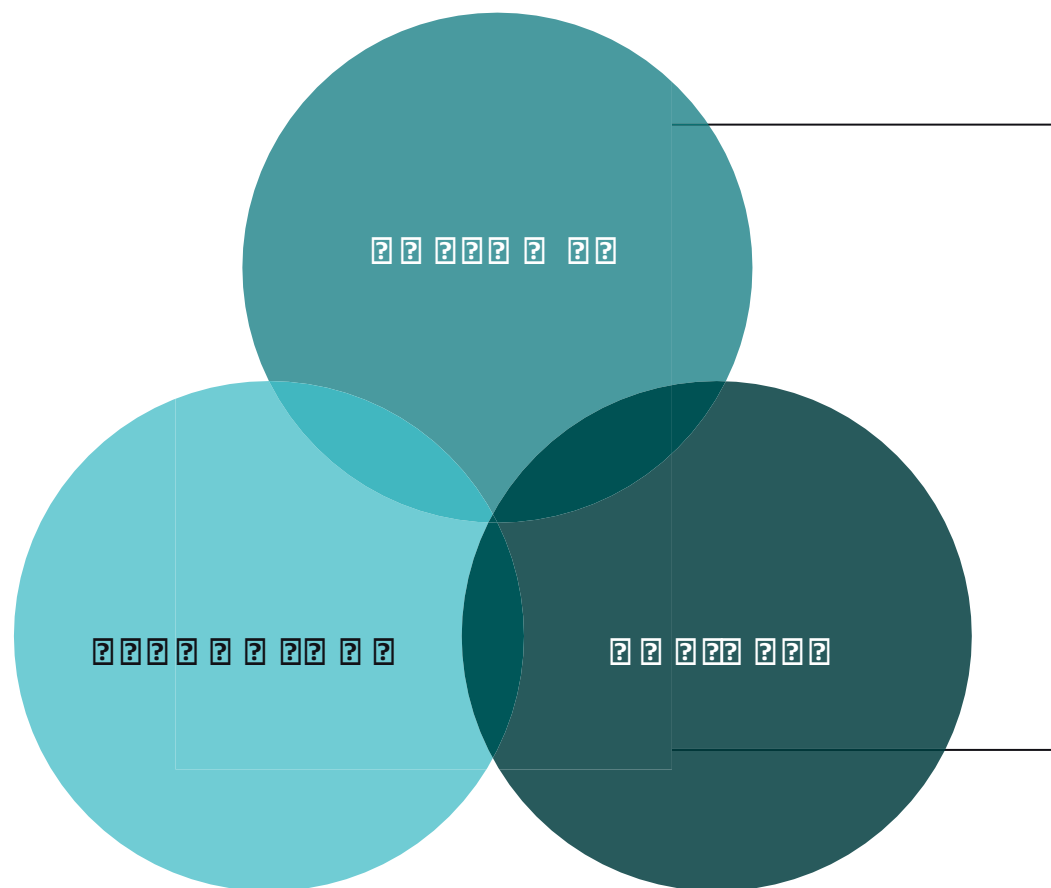
1.5
Years /

111 Days

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60%

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Transforming both the
“what” and the “how”
of value creation

02 Innovation of Innovation Approaches

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The diagram illustrates a network structure with two rows of four nodes each. The top row consists of four blue circular nodes, each containing a question mark icon and a block of text. The bottom row consists of four rectangular nodes containing various logos: McDonald's, T-Mobile, Miami-Dade County and Lloyds Banking Group, Mastercard and Target, and Giffgaff. A horizontal double-headed arrow is positioned between the two rows, indicating a relationship or flow between them.

03

Service Design vs Product Management— Complementary Roles



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QUESTION 10

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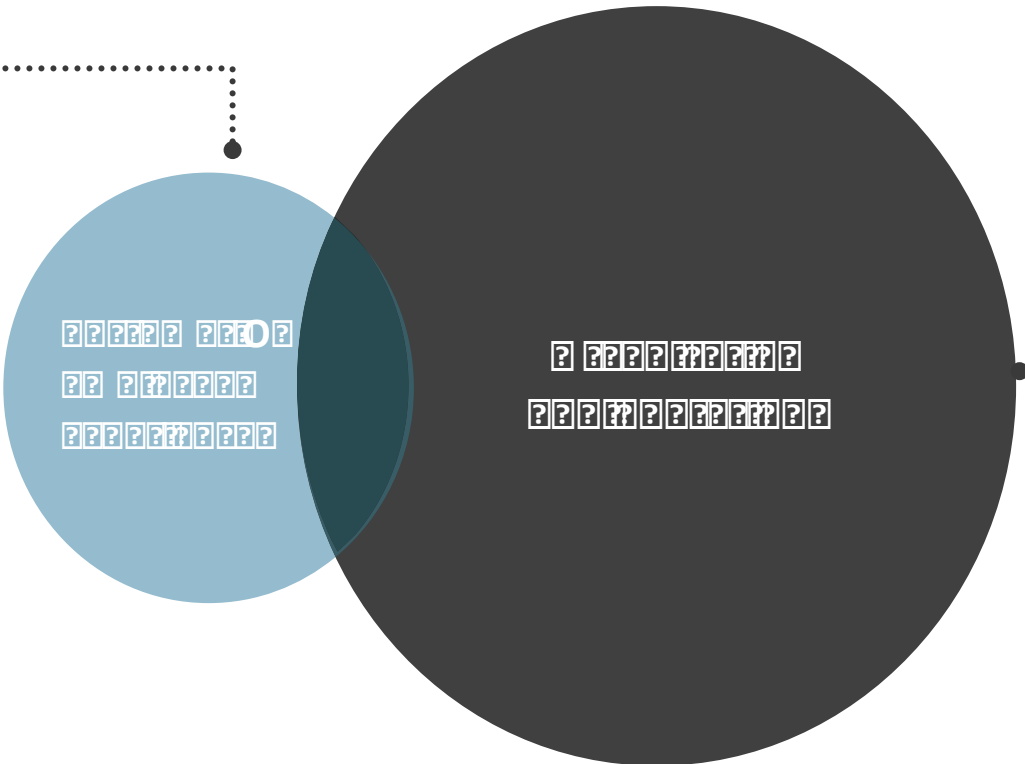
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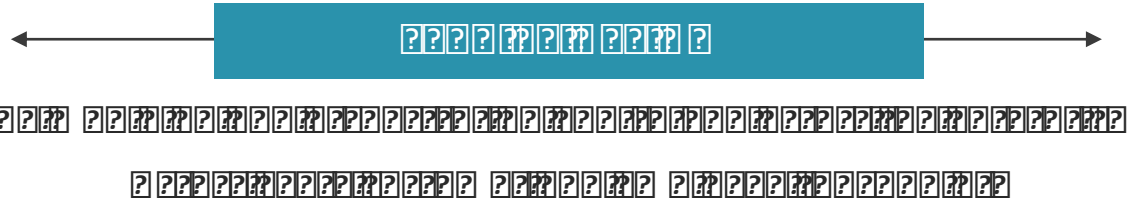
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Product Management and Service Design work particularly well together in Digital Business Transformation.

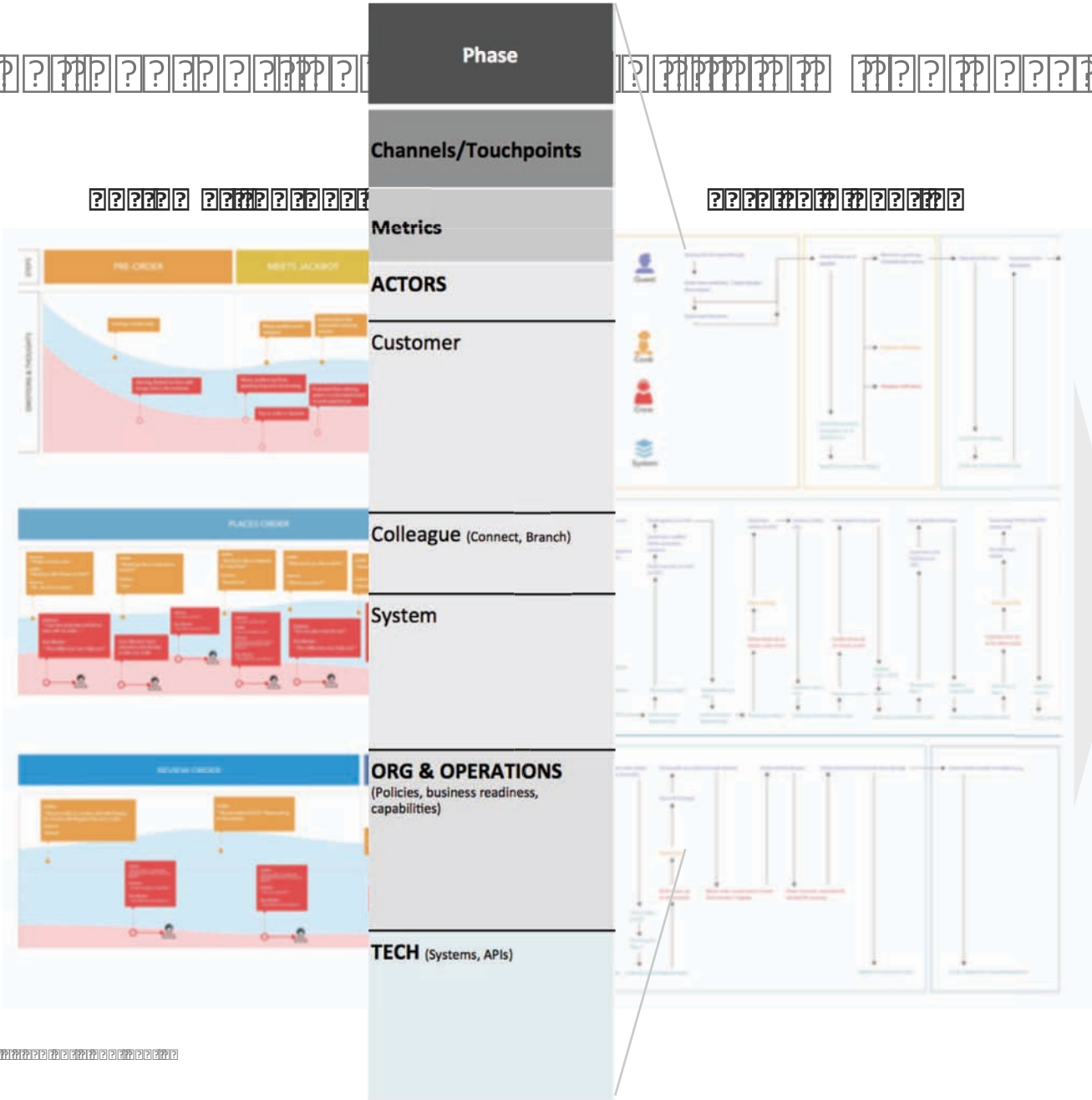
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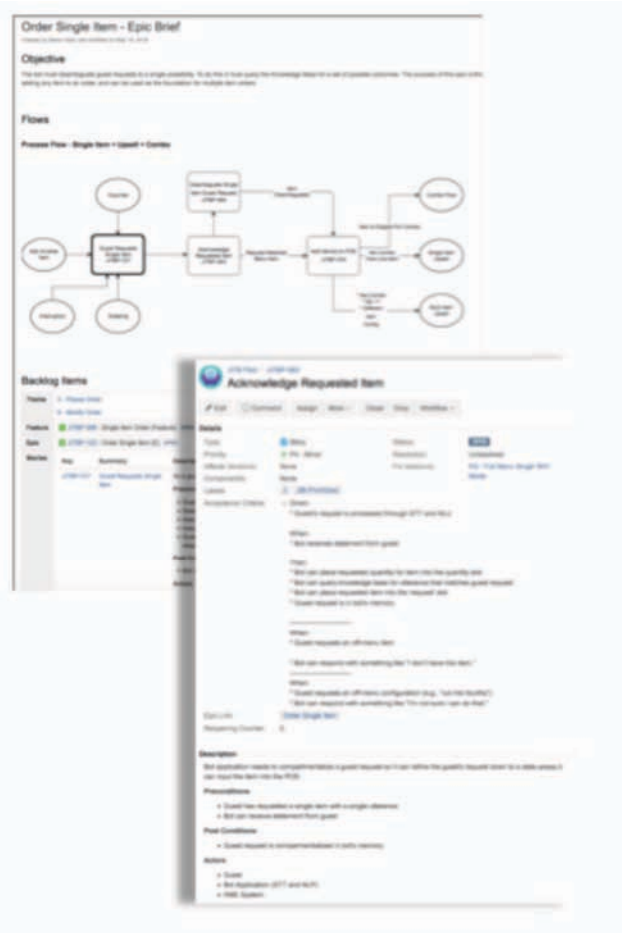
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Thanks! Questions?

