

# Toward an Arts and Sciences of Services?

Service Innovations for the 21st Century

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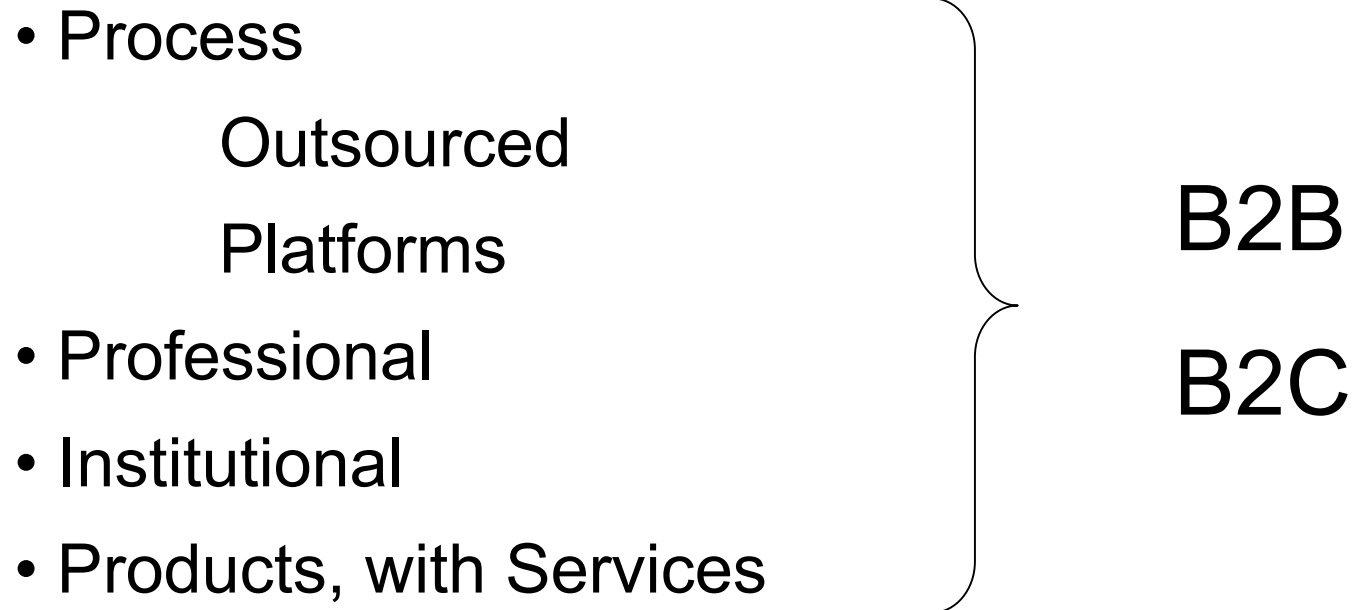
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# “Service”?

## An Over-Simple Taxonomy...



Which have in common...

# The High Ground...

**“It’s the *Solutions*, Stupid”**

**A Solutions-- *Customer Solutions*-- Focus is...**

...How **Manufacturers** fend off commoditization

...How **Service Providers** differentiate

...How **Governments** fulfill their mandates

# What we want from Services Science..?

## What each other has...

**Manufacturers--** the customizing value-added of services

- reflected in evolving business models

**Services--** the cost-reducing disciplines of manufacturing

- in search of productivity and margins

**Governments--** both

- and for society, the benefits of both

**...all In the service of SOLUTIONS**

**...that serve RELATIONSHIPS**

**...in an environment blurred by SPEED**

# Service in Context

**Product + Service = Solution**

- Delivered
- Impersonal
- Finished
- “Ingredient”
- A Noun
- Co-created
- Intimate
- Active, On-Going
- Editorial/Curatorial
- A Verb

**Efficiency + Effectiveness = Solution**

(+ effectiveness  
in target & VA)

(+ efficiency in  
process)

# The Arts and Sciences of Service...

An arts and sciences of “**Solutions**”

*Conecto et compendo*

Toward understanding how to deliver the right balance of the right products and the right services in the right ways to achieve the right solutions at the right times...

- **A real-- practical-- taxonomy: framework and language**
- **Metrics**
- **Best practices > codification of techniques and tools**
  - Processes
  - Collaboration (with other entities, with customers)
- **Appropriate business (or service) models**
- **Etc.**

# Service Science and the Public Sector

Governments have a huge stake...

- **Perfecting their own acts**
- **Contributing to the base on which their societies can prosper**

Can and should lead... or at least support

- **As a customer**

Demonstration projects

- **As a funder**

The seeding of curricula, and the research to support it

...**Remembering that the political arena is not the market**