

Assignment for seminar - SERVICE CONCEPT

Create Teams of 4-5 persons

You will draw THE RESULTS OF YOUR ACTIVITIES – TO SHOW TO THE OTHERS AND EXPLAIN AND DISCUSS

1. Think about a service you know the best – in the team agree on this service
2. Create a service concept – according to the examples from the slide No. 28 (PPT – lecture)
3. Where do you see efficiency, effectiveness and value “aspect” of your concept? Think about it.
4. Apply the servuction model – think about one example from each element of this model and incorporate it into your service concept

IHIP paradigm:

- A. What intangible elements can be changed into tangible and vice versa? What operations management implications this/these change/s could emerge and has/have to be solved and managed?
 - B. What could be done, so that service elements are standardised and do not vary according to the „who“?
 - C. Which elements of service could be designed to be separable?
 - D. Which elements can be designed/changed so they could be stored?
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5. Apply model of a service package into your service concept – what you have to add? How does it change operations management and what aspects of operations management?
 6. Apply model of a flower of service into your service concept – what you have to add? How does it change operations management and what aspects of operations management?