

# Service Design for Executives

## An executive level program to make your organisation truly customer centric.

70-80% of the economy is made up of services. The rise of the services sector over the past few decades has been startling and universal, making up the dominant share of GDP in almost all countries of the world (Deloitte). Yet designing services is not part business education nor public administration. In fact, there are currently no more than 15 universities across Europe, where you can learn service design (Service Design Network).

Quality is no longer a differentiator. All cars drive. All phones are smart. All countries collect taxes. But the customer, or citizen, experience can vary profoundly. The user experience can, and should be, designed because it is the last source of competitive advantage in a globalised world, where organisations, and countries, are all essentially saying the same thing about the same thing at the same time.

## Service design solves customer problems

Customers and citizens essentially only want things to get better and easier. Whether it is for booking a flight or applying for child support or buying a burger, the process shouldn't require a learning curve. It is the learning curve that is often the hurdle that makes customers stumble. If the service or product they are looking for is trivial, then they'll leave. If it is essential, they'll grind their teeth and work through it. However, as Elon Musk pointed out, "if it requires a user manual, then it is already broken." In the end, the result of a service that is easier to use triggers word-of-mouth, which is what other people google, when they look for a solution to the same problem.

This service design program is designed to teach the practical tools and processes of service design, along with the necessary facilitation and pedagogical skills, to streamline workshops and to empower and inspire staff members, to spread the same mindset and skills throughout the entire organisation.

The Service Design for Executives (SD4X) program combines extensive academic and practical knowledge into a compact, hands-on program. It is specifically designed to provide actionable and relevant skills to senior executives both in private and public organisations.

The pilot program is planned for the 2020/21 academic year, starting in January 2021, divided into 6 one-week-long segments online in Tallinn, Maastricht and Riga. The program structure allows participants to actively use the mindset, processes and tools in the periods between the weekly sessions, to solve their real-world challenges.

The program is created in collaboration with **Tallinn University Open Academy**, **Maastricht University Service Science Factory**, **Stockholm School of Economics in Riga** and **Brand Manual**.

# The curriculum

## Module 1 - 11-15.01.2021

**Service design, the customer experience and innovation.** You will learn the fundamentals of the service design mind-set, processes and toolkit, that help to develop new and improve existing services. You will also design the process for developing your organisation's project that you will be working on throughout the whole program.

## Module 2 - 01-05.03.2021

**Re-defining the problem from the customer's point-of-view.** During this week you will look at the bigger picture of organisational design and explore what the strategic and organisational implications are of becoming a customer-centric organisation. Your work on your organisation's project will involve going in-depth on organisational culture and human behaviour.

## Module 3 - 12-16.04.2021

**Getting to really know your customer.** When it comes to acquiring a customer and contextual understanding, you have to find a good balance between deeper and broader insight. This course segment will teach you more advanced research methods and how to work more efficiently and effectively through triangulation. Your work on your organisation's project will involve direct user research and the merging of qualitative and quantitative data.

## Module 4 - 24-28.05.2021

**Creating and testing solutions.** The best ideas are the ones that get implemented. This week will focus on advanced ideation techniques to boost your organisations creativity as well as for the methods and processes to ensure, that ideas are executed as intended. Your organisation's project will proceed along the same trajectory with internal work to develop testable concepts with key stakeholders.

## Contact us for more information

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## Module 5 - 28.06-02.07.2021

**The business of delivering services.** Delivering services sustainably, means understanding where the costs are and what to measure. In this module we look at the business models behind services, how to plan and measure implementation and how to identify the roles and resources needed to deliver. The week will wrap up with a look at marketing and how that ties to service design.

## Module 6 - 23-27.08.2021

**Delivering the organisational change.** Service design is not someone's job, but a business and organisational development method that is applied broadly throughout the organisation. This requires the knowledge and skills to be spread wide and to create "buy-in" from top-to-bottom of the organisation. You will learn how to facilitate this change and how to deliver convincing arguments to diverse stakeholder groups. The course will wrap up with a glamorous graduation ceremony.

## How to apply

To apply for the course make a short video (2-3 minutes) explaining : What your organisation does and how big it is, what challenges your organisation faces in becoming more customer centric and innovative and what you and your organisation expect to get out of this course? We'll contact you to complete the application process.

## Erasmus+

As this is a pilot programme, which will be refined following the 20/21 academic year, it is heavily subsidised by the European Erasmus+ programme. Due to the subsidy we can offer you participation in this course at an unparalleled price. This is a huge opportunity to get an extensive education, with like minded peers, in an international setting. What we expect from you is to be 100% committed to your learning journey and 100% attendance and focus on your own challenge in between the course sessions.