

# Innovate New Service Development

in a product-oriented and highly regulated corporation

WHAT

## INTRODUCTION

To satisfy the growing needs of customers for services many product-oriented companies have started switching their focus from products towards services. Aware of that, a product-oriented corporation has integrated New Service Development into their processes but still faces challenges while developing their services.

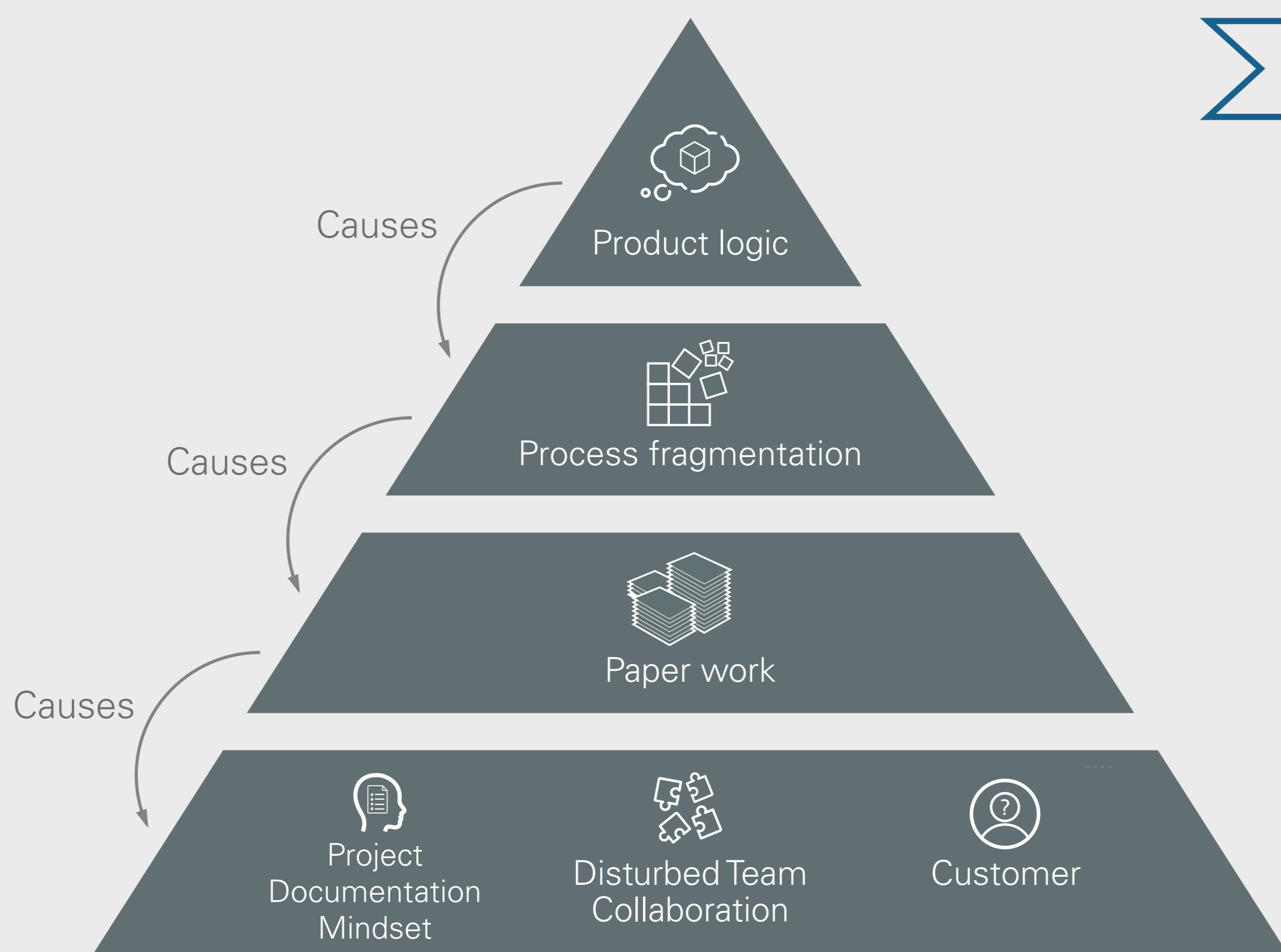
## PROBLEM

The New Service Development process of a highly regulated corporation still contains many elements that are, to a large extent, originated from developing products. This leads to challenges during the service development process.

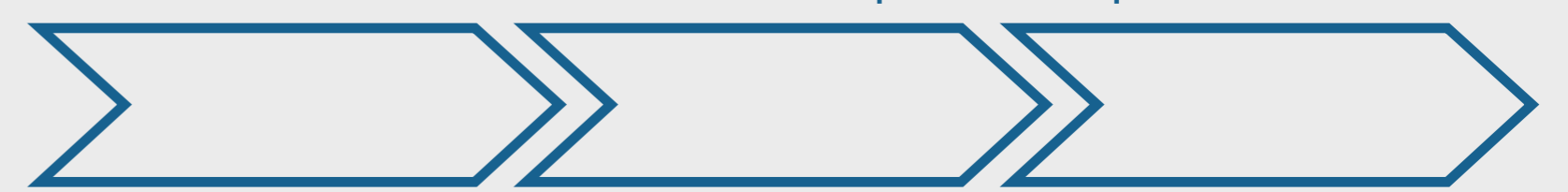
## AIM

Empower an service-oriented approach in the development and delivery stages of the New Service Development process of a product-oriented and highly regulated corporation to make it fit to the agility and flexibility required for services.

WHY



## New Service Development process



Developing Services with a New Service Development process that is to a large extent based on a product-oriented approach, makes the process sometimes not perfectly suited for services.

**Vision**

Empower a service-oriented way of working within the New Service Development process, by implementing Service Prototyping.

HOW

2020

Horizon 1  
**Assess current value creation**



A toolkit gets created and implemented that lets the team assess the customer value of the developed service offer by prototyping the service via service staging.

2021

Horizon 2  
**Improve current value creation**



The Service staging exercise of the toolkit gets implemented in the current process structure by making service prototyping a fixed part of the New Service Development process.

2022

Horizon 3  
**Optimize & Scale improved value creation**



The Service Prototyping process gets refined and scaled into to earlier stages of the New Service Development process.

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Innovate New Service Development in a product-oriented and highly regulated corporation  
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