Transformation through Service Design

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Looking back on the 6th Service Design Global Conference in Cardiff, we hope that the inspiration and aspiration on display continues to resonate as much with you as it has with us.

It was the biggest conference yet, attracting 484 participants from across the industry and around the world. They heard 64 speakers at over 50 sessions, delivering knowledge and stimulating debate.

As part of the organisational team it was satisfying to see. But as attendees, we were also encouraged and inspired by what was being shared.

From our first planning sessions, our goal was to create a conference that looked not just at where the industry is now, but also at what is ahead.

We wanted to explore how service design can influence and interact with all areas of an organisation to deliver radical transformation on the largest scale.

To help do that, we invited business speakers such as Andy Jones (Xerox Europe), Rob Ballantine (Infosys) and Clive Grinyer (Cisco IBSG) to share their experiences.

Four themes applied to the sessions: Making Big Data Useful, Complex Service Systems, Co-design & Co-creation, and Micro Services. We can look back on some standout talks from each theme:
• The challenge with **Big Data** — according to Kerry Bodine — is to identify what information is useful and then to create a design that can adapt to, and utilise, that data in real-time. The digital revolution is radically transforming business, and many of the old ways of doing things need overhauling to bring greater transparency and control to staff, to clients and to customers.

• **Complex Service Systems** was tackled by Joel Bailey (Capita), Maria José Jorda Garcia (BBVA) and Erik Roscam Abbing (Zilver Innovation). They proposed that as designers we are generally comfortable with the theory of what a service should look like, but sometimes we are less confident about taking those complex designs from the drawing board and putting them into action. Joel Bailey urged the audience to break out of the “service design bubble”, saying: “We as service designers need to recognise that our clients are very profit focused, and we can help them to achieve that. And the by-product is that you get these great, happy customers”.

• Extending the use of customer insights was central to the **Co-Design and Co-Creation** presentations by Andy Jones, Lydia Howland (IDEO) and James Samperi (Engine). If you didn’t get the chance to listen to Andy, we urge you to view his presentation: youtu.be/CzwYkh-aO8E

• Finally, Lee Sankey (Barclays PLC), Nicola Piercy (E.ON Energy UK), Melvin Brand Flu (Livework) and Clive Grinyer shared their expertise on **Micro Services**. They explored their rise and the innovative new ways they are being delivered. Lee’s provoking presentation — the New Seriousness of Design — is also worth a view: youtu.be/C56bcqyoSOw

With our varied audience of practitioners, business leaders and academics we aimed to provide value and relevance for everyone. Hopefully, we did. But this is your network, so, of course, it is your feedback on the event that matters most, and all views offered will be considered for the 2014 event in Stockholm.

Or better still, you can also volunteer your services to help bring a local or global conference to your home country or city.

We can’t give enough praise to the following people who gifted their time and energy to make the conference a reality: Phil Goad, Chris Brooker, Christina Kinnear, Alistair Ruff, Kate Dowling and Gavin Cawood from the UK chapter. Their hard work ensured that SDNC13 was a great success.

Thanks too to the venue, to the team of volunteers and the SDN team in Germany. And, a final last-but-not-least thank you to our 2013 Sponsors: Engine, Infosys, Nile, PDR, The Cardiff Government, Livework, Foolproof and Fjord.

We hope the event was informative, inspiring, entertaining, and provided real takeaway value to be applied to your work in 2014 as we continue to develop our understanding, build capabilities and harness technology that leads to design-led service innovation.

We look forward to seeing you all in Stockholm in October.
Become a member!

The Service Design Network welcomes all service design professionals and those interested in service design, as well as businesses and academics, service designers and young professionals who are not part of a company or institution along with students and PhD researchers to become a members of the network.

Become a member of the SDN and get access to all Touchpoint articles!

Collect Touchpoint

Touchpoint – the Journal of Service Design provides a window into the discussion of service design, facilitating a forum to debate, share, advance and codify the field and its practices. In addition it aims at engaging clients to listen in on the discussion, learn about the field, and become involved in the development and implementation of service design for their organisations.

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About Service Design Network

The Service Design Network is the global centre for recognising and promoting excellence in the field of service design. Through national and international events, online and print publications, and coordination with academic institutions, the network connects multiple disciplines within agencies, business, and government to strengthen the impact of service design both in the public and private sector.