

## Self-assessment by Body Laurence

SUBMITTED ON 16 JUL 2021



### A summary about me:

In 2012 I founded X+M, a studio which purpose is to help service industries innovate through customer experience and service design. I partnered with Christophe Tallec a French designer who launched the Service design Chapter in France and organized the SDGC12 in Paris. My missions at X+M consist in helping companies build their CX strategy, generate CX concepts and test their CX prototypes through experiments and pilots.

### I currently work as a/at:

X+M Experience Management, CEO.  
<https://www.xplusm.fr/>

### My LinkedIn profile:

<https://www.linkedin.com/in/laurence-body/>

### My social media channels:

<http://blog.experience-client.com/>  
<https://twitter.com/LaurenceBody>

### My educational background:

I hold a MBA from Sorbonne- Paris (and studied 6 months at Cranfield School of Management as part of a scholarship which I am very proud of). I worked with numerous R&D and innovation departments in top FMCG companies (Danone, Nestlé, Unilever, Moët Hennessy...) when I was Head of Food sector at Adriant, a leading Agency in sensory innovation. I also was a partner of Secor, a Canadian consulting firm (now part of KPMG), specialized in Customer Experience and Change Management.

Having developed a strong expertise in the past 6 years, I also train for journey mapping, service and experience design and creativity - you will find the details of that on the website : <https://www.laurencebody.com/>

I also participated in the 5 days Executive Masterclass organized by Adam Saint John, Mark Stickdorn and Markus Hormess in July 2018.

### The following theories are the key components of my approach to service design:

Service dominant logic  
Experience Economy  
Cognitive Psychology



These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

This is service design Thinking (Marc Stickdorn and al)  
This is service design Doing (Marc Stickdorn and al)  
The service Innovation Handbook (Lucy Kimbell)  
Service Design for Business (Ben Reason at al)  
Customer Driven transformation (Oliver King)  
Outside In (Kerry Bodine)

I have X years of working experience in service design:

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My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy
- Service design training

I have particular experience in the following service sectors:

No specialty, I work with all sectors telco, banks, transport, leisure, retail, tourism...

These are the service design projects I have successfully delivered:

My latest project is about our journey with the National Interprofessional Bureau of Cognac. Cognac is one of the most renown spirits in the world that grows at a stunning rate of 10% a year thanks to Asian and American consumers. 98% of the produced volumes are exported worldwide. Following this success, Cognac lovers from all over the world come to the wine region to experience the magic but they are often disappointed: the region is isolated and not structured nor organized to welcome travelers with high expectations. We worked with Cognac region in a holistic approach using service design methods and tools to engage the whole community and stakeholders of the Cognac value chain to co-create the ultimate experience around the brand. We helped them build the community, the brand platform, and the digital marketplace to sell the experiences to the visitors. We submitted a talk for SDGC and we were selected... we are waiting for the conference to take place ;) [www.explore-cognac.fr](http://www.explore-cognac.fr)

ADP+ Air France+Securitas , Making the checkpoint experience more human in terminal 2E and 2F in Roissy Charles de Gaulle Airport Paris => Improve the quality of service perceived by passengers at the security check while taking into account technological evolutions and safety regulations required by authorities. This project gathered the stakeholders of the service chain in a consortium for the duration of the project.

American Express GBT : Designing a signature experience for the VIP Business Trip customers => Increase transaction revenue and design a signature experience "the French touch" to differentiate from the competition, restore customer satisfaction and leave a memorable mark in the VIP customers' minds.

Val Thorens : Designing the trademark experience of a territory to deliver the promise of being the "Best ski resort in the world" => Engage every stakeholder towards operational excellence and relational proximity to deliver a holistic experience true to the "Live United" promise and meet the needs of customers and future visitors.

Océanopolis : Designing futures experiences and the new visitor journey=> Identify opportunity areas to improve the Océanopolis experience and delight its visitors.

Orange : Reinvent the Home commercial assistance for Orange - France= As part of its strategic project Essentiels 2020, Orange set the goal of delivering an incomparable experience to its customers everyday. Yet its NPS is plateauing because of its high rates of repeat calls : complaining customers are not provided with a satisfying answer when they first call so they have to call a second time.

Groupe la Poste, Designing a methodological guidebook from an experiment at Banque Postale=> The Direction for Quality of Groupe la Poste



wanted to conduct an experiment on a high stake process : scheduling an appointment with bank advisors at Banque Postale.

I have provided service design training sessions and/or other educational experiences for X years:

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**My philosophy as a trainer is:**

To me, being a good service design trainer is a lot about telling stories of successful CX projects I ran with my clients and showing how we did this using SD methods and tools. In my Masterclasses there is also a practical part, a workshop because SD is a lots about doing and practicing. My workshops are fun, engaging, they take place in nice settings full of natural light...and good food ! The takeaways are wrapped up in engaging deliverables.

**These are the service design training sessions and/or other educational experiences I've facilitated within the last year:**

'This is Service design doing' in French w/ Adam Saint John:

<https://www.service-design-network.org/events/this-is-service-design-doing>

<https://www.laurencebody.com/this-is-service-design-doing/>

Service design trainings:

<https://www.laurencebody.com/workshops-parcours-client/>

<https://www.laurencebody.com/workshop-design-dexperience-lidea-maker-experience-client/>

Compagnie des Alpes- Acculturating the Resort and Park Managers to Customer Experience and training them to use the SD Methods and tools- Paris => After making a strategic choice of delivering a superior Customer Experience to supplement the TGS initiative, CDA wants to acculturate its directors to the topic of Customer Experience and introduce them to the service design tools. xxxparticipants in 5 sessions

Val d'Isère Téléphérique, Acculturating the executives of VIT to Customer Experience and put it into practice in creativity workshops - OffsiteWhat's more you can find the references on this website => To go even further in customer's satisfaction and engage the collaborators in an innovating approach to become the leading resort in terms of experience on the slopes and the ski lifts.

Futuroscope, Spreading the application of service design to areas where it is not normally used (restaurants, kids' area..) - At Futuroscope, service design has been used since 2015 : around 50 collaborators are trained and have already designed experiences that were implemented in the summer of 2017. It is time for an assessment with the Stategic Committee and the ECU group.

Monoprix, Experiential retail safaris "Quest for WOW!"=> To be surprised, put oneself in the customers' shoes, identify what stimulates the mind, touches the heart and the senses in the experiences one had. Provide actionable insights : what is transposable, what is WOW!, what we don't want to see. 200 participants

Bristol-Myers Squibb, Acculturating to Customer Experience and innovating through practice => Make the collaborators live different experiences so that they take ownership of the dimensions of the Customer Experience. Shift their perspective and inspire them to find ideas for improvement of the BMS experience. 68 participants in 5 sessions.

**I mostly provide my training offerings in the following language(s):**

French

**I mostly provide my training offerings in the following countries/cities:**

France

**I cover the following topics during my training offerings:**

- History of service design



- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Working with complex service systems
- Customer Experience

**My training participants typically have the following level of experience:**

- Fundamental (basic knowledge)
- Advanced (practical application)

**These are my favourite cases I use to inform participants about the impact and value of service design:**

E.ON built the case for driving change through service design and customer experience.

Virgin Atlantic for the culture and the empathetic management style.

John Lewis, Ritz Carlton for the empowerment of the collaborators.

Apple, Airbnb, Uber for the design capabilities.

**These are the service design methods and tools that I use during my sessions:**

There are too many .. but mainly : Shadowing, Fly on the wall, interviews, Stakeholder mapping, contextual mapping, personas, customer journey mapping, concepts, scenarios, blueprints, jobs to be done, prototyping...

**After successfully attending my training sessions, participants will typically be able to:**

Do their own research, run a customer journey mapping workshop, write personas from insights gathered on the field, identify valuable projects and make them fit in their roadmap, gain creative confidence and start spread the word in their company, be more customer oriented, become ambassador of the SD tools...

**I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:**

Since I am an accredited trainer in France, I have to comply with mandatory processes ie. evaluation is one of them Here is the link to the national accreditation service <https://www.data-dock.fr/>

**I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:**

Let some fun get in the workshops : music, physical exercises...

**I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:**

- SDN Global Conference
- SDN National Conference
- SDN Masterclass
- SDN Chapter Activity

**I actively support the local or national service design community through:**

I started the French chapter with 3 other service designers : the chapter is very active



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I have participated as a speaker in the following events:

All my latest -and coming- talks are here [www.laurencebody.com](http://www.laurencebody.com)

I have published the following books/articles on service design and related fields:

I published a Book on service design in 2019 (Customer experience in practice) which is illustrated with all the projects we carried during the last 8 years <https://www.experience-client.com/>

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