

Self-assessment by Stefan Moritz

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I currently work as a/at:

VP Customer Experience and Director of Service Design at Veryday / McKinsey Design.

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www.stefan-moritz.com

<http://veryday.com/>

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My educational background:

Köln International School of Design, Cologne, Germany

University of Art and Design, Helsinki, Finland

Politecnico di Milano, Milan, Italy

Co-trainer and teaching support Prof. Birgit Mager

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

Human centered design process

Empathy

Co-creation

Service dominant logic

Change theories

Qualitative research

Futuring

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

Uncommon Service: How to Win by Putting Customers at the Core of Your Business – a different perspective how to link business value and customer value and how to fund great service

Service Design: From Insight to Inspiration – good case studies and examples

Service Design for Business: A Practical Guide to Optimizing the Customer Experience – Useful practical book with clear link to business

This is Service Design Thinking – a good guide and overview to orientate on key concepts

Design Thinking: Integrating Innovation, Customer Experience, and Brand Value – a good systematic overview and different perspectives on design for experience



I have X years of working experience in service design:

16

I have particular experience in the following service sectors:

Healthcare, insurance, banking, public sector, energy, logistics, education

These are the service design projects I have successfully delivered:

Experio Lab – embedding service design capability in county council government in Värmland, Sweden. Coached and trained team to deliver flagship service design project as well as structure and set-up service design lab. Impact in implementation of several successful initiatives. The format is now successfully scaled to other counties across Sweden.

Singapore Government – Supported, trained and coached team to improve live for people with disability in Singapore. Building empathy through ethnographic documentaries. Ideation workshops bringing together many stakeholders across the service delivery ecosystem. Successful implementation of new value propositions and business cases dramatically improving quality of life at reduced cost.
<https://veryday.com/case/designsingapore-council/>

Nordea Bank – B2B service design project. Coached cross functional team in research and design of new solutions. Prioritized initiatives successfully implemented resulting in increased CSAT at reduced cost. Trained and coached trainers and helped build service design / customer experience playbook. Trained 400 people across markets. (Ref article in Touchpoint Scaling Service Design)

Energy company – Coached and trained a team of experienced service design practitioners across markets to harmonize a highest common denominator approach, set up a new way of working and rolling it out across markets and business units. Increased CSAT at reduced cost. Created structural capital that is seen by top management as key asset for differentiation.

Insurance – Capability building effort in service design. Coaching and training a cross functional team in research, ideation, prototyping, concept development and blueprinting. Helped set up a customer experience lab to drive implementation, sustain and scale capability across key customer journeys. Significant cost savings and improved customer satisfaction.

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

16

My philosophy as a trainer is:

Service Design is a mindset as well as a way of working. I believe that there are many instruments that companies already know how to play which can be used in the orchestra of service design. Most important is the understanding of the customer context and the unique aspects of service experience and service delivery. However, as in any orchestra a key success factor is the conductor or facilitator. For me service design is not a new instrument but a new way of playing music (not dissimilar to Jazz) where a cross-functional team can play better together. Given that the customer is always involved in the value creation of any service, they should also be represented in the design process. My philosophy of training is best described by the Chinese proverb “Tell me and I forget, teach me and I may remember, involve me and I will understand.” And I believe that there is a strong connection between customers and employees facilitated by empathy and experience. As Bill Moggridge once said, “You cannot experience and experience until you experience it.” Service Design needs experiential learning. And for every organization I have worked with the starting conditions and ambitions are very different. So as coach I like to really spend time to understand where people are coming from and maybe more importantly where they see potential for a better future. I know that service design has a tremendous power to unlock collaboration, innovation and sustainable change. It’s a privilege to be able to help and support those journeys and see happy customers and happy employees all over the world.

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



Service Design Course for Children 2017, Kuldiga, Childrens Hospital (8 kids 8-11 years old)
Applied Service Design for Executives, 2017, Kuldiga Summer School (12 executives from marketing, business development and management of a logistics services company)
Service Design Training Session, Sweden (28 executives of a transportation company)
Service Innovation, one day workshop, Service Design Master Course, Politecnico di Milano (~25 participants with mixed previous experience)
Training Lecture, Service Design Institute, Copenhagen (~50 participants, executives from different companies)
Workshop Customer Journeys, Berlin (24 participants, leaders from different companies)
Workshop Growing with customer expectations, Copenhagen (12 participants, executives from different companies)
Design Principles Seminar, Copenhagen, one day training for Chief Procurement Officers of 10 global companies.
Design Think your Career, Berlin - workshop with 50 participants
Service Design Bootcamp, Munich, 8 participants
Service Design Blueprinting workshop, Essen, 18 participants
Coaching in service design projects

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

German, English

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

Stockholm, Helsinki, Oslo, Copenhagen, Berlin, Munich, Cologne

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Relationship of service design to agile, scrum and lean
- Service dominant logic
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Business model development
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Working with complex service systems
- Exploration of systems
- Service design for cultural change
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

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

Boeing – Very old B2B example where the user manuals of a plane had been digitized. The company did a large ethnographic customer research that provided a fundamentally different view what mattered most to different customer profiles.

McDonalds – Great experience prototyping example where a huge hangar was used to set up different restaurant configurations almost like



movie sets to test with real customers via live RSS feed from different restaurants around the world how that would work.

Experio Lab – taking stakeholders from different functions to experience first-hand the customer journey based on real case files. Empathy for patients and staff created empathy and insights. Most importantly the conviction for changes needed led to implementation of quick wins and large initiatives. For example, a service to bring the hospital home to people that did not need to come in to reduce waiting times, infections and pain.

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

5xWhy
Crazy8
Blueprint
Customer Journey
Deep interviews
Shadowing
Co-creation
Rapid prototyping
One shot video
Clustering
Business Model Canvas

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

Conduct customer interviews
Observe customer behavior
Map customer journeys
Facilitate group ideation sessions
Develop concepts
Build rapid experience prototypes
Collect customer feedback
Facilitate stakeholder prioritization sessions
Develop presentation material including recommendations

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:

Buddy coaching
Short surveys
Follow up calls
Test presentations or test boardroom feedback sessions

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

Reflection – I end most of my session with individual reflections. That is very helpful to learn what people found most inspiring or useful and has allowed me over time to adjust the set up and content.

Survey – Often the organizer of workshops or master classes run their own survey and share the results with me. There I get more systematic feedback on areas that might need more explanation or more time. I adjust details based on that.

Preparation – I spend significant effort to align the set up with expectations and needs of the group beforehand. Either by speaking to the organizer or to some of the participants.

Often I get feedback many years after a session on the one example or moment that had an aha-effect or generally how people are applying tools or methods successfully.

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

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

Co-founder of the Swedish Service Design Network. Organizer of many events and sharing forum. Organized and hosted the 2014 SDGC in Stockholm. Initiated collaboration across Nordic SDN chapters. Initiated and hosted the New Nordic Service Design documentary <https://www.youtube.com/watch?v=330YCLMDaRg&vI=en>

I have participated as a speaker in the following events:

2008, Design Management Forum, Cologne – “Hug The Future – Service & Experience Design Management”
https://www.slideshare.net/st_moritz/design-management-forum-keynote-hug-the-future-presentation

2009, TIE Symposium, Jyväskylä – „Innovation in tourism and hospitality“ https://www.slideshare.net/st_moritz/innovation-in-tourism-and-hospitality

2010, Creative Lapland Seminar, Finland – “Something to phone home about” https://www.slideshare.net/st_moritz/creative-lapland-seminar-2010-stefan-moritz

2011, Design Management Institute Conference, Amsterdam – “The value of Service Design” https://www.slideshare.net/st_moritz/dmi-stefan-moritz-may-2011

2011, Design Institute Poland, Warsaw – “Products to services – transformation of the world markets orientation”
https://www.slideshare.net/st_moritz/products-to-services-transformation-of-the-world-markets-orientation-institute-of-design-warsaw

2011, Design Institute Poland, Warsaw – “World trends in Service Design” https://www.slideshare.net/st_moritz/world-trends-in-service-design-institute-of-design-warsaw-2011

2012, Designship Summit, Stockholm – “Service design introduction” https://www.slideshare.net/st_moritz/service-design-introduction-designship-stefan-moritz

Service Design Conference, Cardiff – “Transforming Healthcare with Service Design” https://www.slideshare.net/st_moritz/transforming-health-care-with-service-design

2012, Service Design Conference, Paris – “Sandwiches, Champions and Sliced Elephants: Corporate Cultural Change by Design”

2013, Next Conference, Berlin – “Prototyping your way to the best Spotify app ever”

2013, World Usability Day, Berlin – “Service Design paradigm shift”

2014, Service Experience Summit, Shanghai – “Customer Experience and Service Design” https://www.slideshare.net/st_moritz/veryday-service-experience-summit-shanghai-2014-0808

2016, Nexterday North, Helsinki – “From storytelling to storydoing” https://www.slideshare.net/st_moritz/storytelling-storydoing-stefan-moritz-nexterdaynorth16

2016, Managed Services Summit, Amsterdam – “Growing existing business with Customer Experience for Telcos”
https://www.slideshare.net/st_moritz/growing-existing-business-with-customer-experience-for-telcos

2017, Next Conference, Hamburg – “Customer Experience Leadership”

2018, Government Leaders Forum, Riga – “Lovable Seamless Government Services”

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

Touchpoint Scaling Service Design “Breaking new Frontiers” <https://www.service-design-network.org/touchpoint/touchpoint-1-1-what-is-service-design/breaking-new-frontiers>

Touchpoint Vol. 5 No. 1 - Deep Dive: Collecting Relevant Insights Touchpoint Vol. 5 No. 1 - Deep Dive: Collecting Relevant Insights

Touchpoint 4-3: Cultural Change by Service Design

Service Design – Practical access to an evolving field https://issuu.com/st_moritz/docs/pa2servicedesign/4

Whitepaper, How to grow business by tuning into future customer expectations. https://issuu.com/st_moritz/docs/futureexpectations

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