

World-Class Management
Development Series

55th
Anniversary

HK
MA

Cambridge Judge Business School



UNIVERSITY OF
CAMBRIDGE
Judge Business School

Executive Education

Delivering Great Services:
Innovation, Process and Metrics

Tuesday & Wednesday
16 & 17 June 2015

Grand Sponsor



The Hong Kong
Jockey Club



Delivering Great Services: Innovation, Processes and Metrics

Overview

The aim of this programme is to equip you with a range of practical tools and techniques for designing and delivering great services. Drawing on a range of public and private sector examples, the programme will cover service innovation, service processes and service metrics. By the end of the programme you will be able to:



1. Design innovative service processes using techniques such as service design thinking, service prototyping, service blueprinting and emotion mapping.
2. Describe and document your service business model, understanding how it relates to the wider ecosystem.
3. Select and design service key performance indicators that drive the right behaviours and deliver strategy execution.

Topics

The programme will consist of four component parts. The first will lay the foundations (Service foundations) and introduce techniques for analysing and codifying existing services. These techniques will include service blueprinting, emotion mapping and service strategy. The second part of the programme will explore service innovation, focusing particularly on service design thinking and service prototyping. The third part of the programme – service business models – will explore the need for innovation across service ecosystems and business models. The fourth and final part of the programme – service metrics – will explore issue of how to ensure you have the right metrics in place to manage your services – both at the strategic and operational levels. The following points will be covered:

Service Foundations

- Introducing Services: What Are They and How They Differ from Products
- Service Operations Strategy
- Service Blueprinting
- Emotion Mapping

Service Innovation

- Service Design Thinking
- Creating Personas to Innovate Services
- Service Prototyping

Service Business Models

- Understanding and Innovating Across Ecosystems
- Business Model Innovation
- Capabilities to Deliver Services and Solutions

Service Metrics

- Selecting Service Metrics
- Techniques for Designing Metrics
- Beyond Measurement to Performance Management

Benefits

This practical and stimulating two-day programme explores service design and innovation. Drawing on the latest thinking, as well as host of practical examples, the workshop will help you:

- Understand the latest industrial trends toward services.
- Apply tools and techniques for describing and designing service systems - tools such as - service blueprinting, service mapping and service network analysis.
- Explore the process of service innovation - how multidisciplinary teams integrate knowledge to discover and develop new services.
- Establish how to prototype, pilot and launch new service systems, focusing particularly on the customer experience.
- Examine the role and use of digital innovations such as mobile technologies in providing complex service solutions within business ecosystems.

The workshop will equip participants with a robust set of tools and techniques that they can apply in their own organisations to improve the efficiency and effectiveness of their service design and innovation processes.



Companies Featured in the Programme

The programme will feature examples and case studies from a variety of different organisations, including British Airways, Caterpillar, Disney, Doha International Airport, IBA, Pearson, Virgin and anonymous firms from Financial and Legal Services.

Who should attend

Those responsible for designing and innovating service systems, in both the manufacturing and service sectors. Examples used in the workshop will cover the public and private sectors.

Speaker



Professor Andy Neely

Fellow in Business Performance Measurement & Management, Cambridge Judge Business School
BEng (University of Nottingham), MA (University of Cambridge), PhD (University of Nottingham)

Professor Andy Neely is widely recognised as one of the world’s leading authorities on organisational performance measurement and management. An author of over 100 books and articles, including *Measuring Business Performance*, published by The Economist, and *The Performance Prism*, published by the Financial Times, Andy has won numerous awards for his research and chairs the Performance Measurement Association, an international network for those interested in the performance measurement and management.

Professor Andy Neely is the Royal Academy of Engineering Professor of Complex Services at the University of Cambridge and Director of the Cambridge Service Alliance, a University-Industry consortium involving BAE Systems, Caterpillar, IBM, Pearson and Zoetis. The Cambridge Service Alliance seeks to create today the tools and techniques needed for designing and deploying great

business-to-business services and solutions tomorrow. Previously Professor Neely has held appointments at Cranfield School of Management, Cambridge Judge Business School, London Business School and the University of Nottingham. With wide ranging experience, drawn from practical engagements in both the public and private sectors, Professor Neely will deliver an engaging and informative workshop that will help you improve your organisation’s ability to design and deliver world-class services and solutions.

Date & Time

Tuesday and Wednesday, 16 and 17 June 2015
 9:00am - 5:00pm

Venue

The Dynasty Club
 South West Tower
 Convention Plaza
 1 Harbour Road
 Wanchai HONG KONG

