



Business
action to map
customer journeys +
checkpoints/empathy
giving perspectives.

Revised script
Suggested an
empathy-creating
training/design
program

SMALL
WIN
WE HAVE JOURNEY
MAPS ON MY
TEAM!

mapping
session
for org alignment

Day of
LEARNING
EMPLOYEE
ENGAGEMENT

Worked together
w/ Business
Analytics + Routing
Removed business
lookup need to
identify business
travelers

slow
-revamping
our contract
process;

Small win
getting people
in leadership
to go see customer
use our product

Involved all
actors for
new order entry
tool
Tool met needs
of actors

Outsourced to
offshore team
errors
team input

SMALL WIN
PRODUCT/BIZ
LISTENED TO
CUSTOMER
RESEARCH

Journey Map
Member
Experience

Worked w/ Tech +
Marketing to change
subscription
process
INCREASE IN ASSEMBLY
SUBSCRIPTIONS

Wire frames
&
Proof of
concepts
Faster
results

MAP OUT w/
TEAM WHAT
THEY THINK
THE (USR. JOURNEY)
IS. (PROVE WRONG)

Work shop on
Human Centered
Design

End.
Process Review
holistic understand-
ing of
the process

Post Customer training
Surveys
Win: gather feedback
to improve
offering

Customer
Feedback
-survey
-social communities
-website

SDW SERVICE DESIGN WEEK

2017 POST SHOW REPORT

Optimizing Customer Experience
through Holistic Service Design
servicedesignweekusa.com | Boston, MA

HOLISTIC SERVICE DESIGN REIMAGINED.

Our inaugural Service Design Week was proud to gather the service design community, from newbies to experienced practitioners, diving deep into what service design can mean for customer management. Edgy content from practitioner case studies to thought leader keynotes to intimate working groups exposed the audience to the unique mindset that service designers employ.

Our Service Design for Impact session provided an interactive opportunity to address a real-world issue and practice the principles of Service Design. Interactive Discussion Groups focused on the flavors of service design offered attendees a taste of the many unique aspects required for a truly holistic approach. To close the event, we toured both Fidelity Labs and JLABS to learn more about design and innovation in the leading service industries of financial services and healthcare.

As we embark in 2018, we look forward to reconvening this community to continue the service design conversation. Until then, enjoy this report, key takeaways from your fellow attendees, and the fantastic work of our graphic artist.

Best,

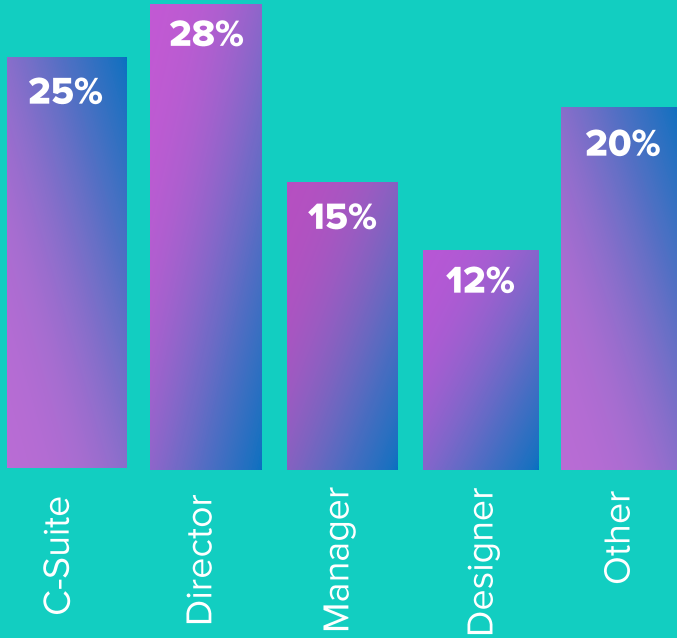
The Service Design Week Team



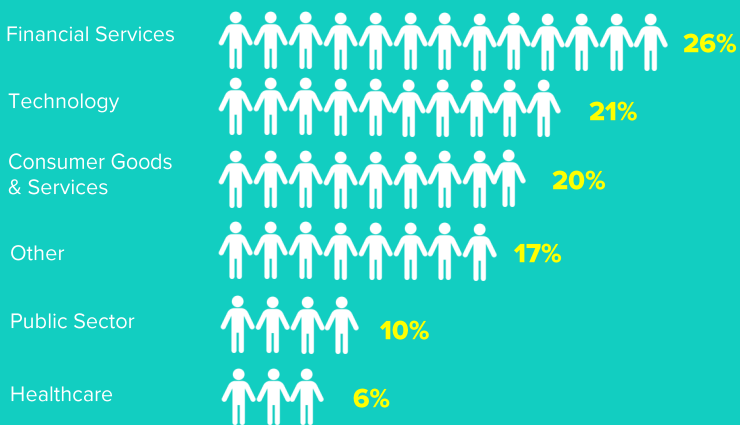
Human-Centered Design emerging as the industry standard.

ATTENDEE STATISTICS

SENIORITY



INDUSTRY



ATTENDEES

Account Development Director
Account Director
Account Executive
Agile Coach
Analyst
Art Director, Product & Design
Associate Director
AVP Innovation Strategy
Branding Manager
Branding Specialist
Business Systems Project Manager
CEO
Chief Design Officer, Creative Director
Chief Executive Officer
Chief Operation Officer
Co-Founder & Design Strategist
Co-Founder
Coordinator
Creative Director
Customer Experience Consultant
Customer Experience Leader, Co-Author
Customer Experience Specialist
Customer Experiences Strategy & Design Director
Customer Service Supervisor
Deputy Director
Design Director, Human Factors Engineering
Design Researcher
Design Strategist
Designer
Developer
Digital Business Consultant
Director
Director - Design Research & Experience Strategy
Director CX Insights & Strategy
Director of Client Partnership
Director of Client Services
Director of Customer Experience, North America
Director of Customer Operations
Director of Innovation, Customer Experience & Design
Director of User Experience Design
Director, Client Services
Director, Consumer Experience
Director, Continuous Improvement
Director, Creative & Interactive Content
Director, Customer Strategy
Director, Design Strategy
Director, Digital Planning
Director, Experience Strategy & Design
Director, Policy and Regulatory Affairs
Director, Sales
Director, Sales and Business Development
Director, User Experience
Early Career Program Manager
Engagement Manager
Evangelist
Executive Creative Director
Executive Director, UX & Design Product Design
Experience Designer
Founder & CEO
Founder and CEO
Founder, Chief Design Officer
Global Business Services, Global Shared Services & Global Vendor Management
Global Customer Service Leader
Global Head of Customer Experience
Global Service Manager for Premium & Love
Global Service Manager for Social Media
Global Service Manager for Tax, Legal, & Payments
Group Director
Head of Content
Head of Experience & Product Design
Head of Marketing
Innovation Leader and Catalyst
IT Business Analyst
Lead Experience Designer
Lead Strategist
Leader of Global Delivery Operations
Manager, Experience Innovation Strategy
Manager, Players Affairs
Managing Director
Market & New Research Development
Marketing Director
Partner Technology Strategist
President/CEO
Principal UX Designer
Process Excellence Manager
Product Manager
Product Strategist and Customer Experience
Program Manager
Quality Coaching Manager
Senior Associate, Design Strategy
Senior Digital Content Manager
Senior Director, Players Affairs
Senior Director, Product Design and UX Strategy
Senior Manager Service Design
Senior Manager-Customer Experience & Service Design Leader
Senior Performance Learning Specialist
Senior Staff, Product Management
Senior Strategic Designer
Senior Vice President, Experience & Service Design
Service Design Lead
Service Design Manager
Service Designer
Senior Business Analyst
Senior UX Designer
Senior Designer
SVP Global Customer Service
Training Specialist
UX Design Director
Vice President of Communications, Policy & Research
Vice President of User Experience and Agile Coaching
Vice President Professional Services
Vice President, Experience Strategy
Vice President, Global Head of Design
Vice President, Global Head of Service Design
Vice President, Learning & Development
Vice President Customer Service
Vice President Product Design and Engineering
Vice President Technical Services

FROM THE FOLLOWING COMPANIES

Accenture
Acuity Insurance
Airbnb
American Express Global
Business Travel
Anthem, Inc.
Aquent
AT&T
Autodesk
BCG Digital ventures
BECU
Bridgeable
Charles Schwab
Citi
Classy Fashions
Cognosante
Comrade
CONTINUUM
DevMynd
Dscout
Dun & Bradstreet
Ethno-At-Large
Experience Enterprises
FCB Health
Fidelity Investments
Fidelity Labs
Fjord New York
frog

General Motors
GreenPath Financial
Wellness
Harvard Business Publishing
Hawaiiusafcu
Hitachi America, Ltd.
IA Collaborative
Intersection-Inc.
Intuit
JDA Software
Kaplan
Kerry Bodine & Co.
Lyft
Mad*Pow
Microsoft
MURAL
Myplanet
Nationwide
NCARB
NFL Players Association
Nokia Corporation
OnDeck
Population Services
International
Practical Service Design
Prudential
PSI
QAI India Ltd

Rauland
Room&Board
Sandbox Collaborative-
SNHU
SES
SET Creative
Sotheby's
Southern New
Hampshire University
Stratos Innovation Group
TD
The College Board
The Stratos Group
Tufts University
UnitedHealth Group
University of California,
San Diego
Verizon
Visa
Vokal
VSPOne Optics Group



GENERAL MOTORS



FAVORITE TAKEAWAYS!

We anonymously surveyed the audience for their thoughts and takeaways throughout the week:



“Service Design is a common struggle but also an industry need.”

“There is more than one journey to consider while mapping experience.”

“Eliminate bad profits!”

“No one has it all figured out yet. What a relief!”

“Know who you’re designing for and put yourself in his/her shoes.”

“Think beyond the primary ‘user’.”

“It’s important to document the entire ecosystem.”

“Evangelize service design across the entire company!”

“There are no wrong answers – no one way to do Service Design.”

“Bring the customer into design sessions.”



SPECIAL THANKS TO OUR HOST:



David Weissburg
Director, Design
Strategy
Fidelity Labs

Fidelity Labs is the innovation arm of Fidelity Investments. The Labs bring entrepreneurial talent and the latest technology together to tackle big societal problems, such as the student loan crisis. Their dedicated teams use methodologies such as Design Thinking and Lean Startup to rapidly identify and test new products and services to meet the evolving needs of Fidelity's customers. The Fidelity Labs tour provided Service Design Week attendees with exposure as to the history and legacy of Fidelity Investments as an organization, a peek into their cutting edge UX and usability testing lab, and concluded in their showroom of cutting edge technologies moving and shaking the financial services industry.

Lab | Central

Johnson & Johnson INNOVATION | JLABS



SPECIAL THANKS
TO OUR HOST:



Luke Wallrich
Operations and
Event Manager
LabCentral

LabCentral is the premier laboratory facility for next-generation powerhouse biotech startups, located in Cambridge. The facility is the product of a collaborative partnership with JLABS, Johnson & Johnson's innovation arm. During this tour, Service Design Week attendees had the opportunity to experience the newly expanded space and scope of Lab Central and engage with both Lab Central and JLABS leaders, hearing about the innovation models of both, including their unique, collaborative partnership. The lab facilities house some of the most cutting edge spaces for biotech and healthcare startups, providing a platform to design the future of healthcare as a service.

EVENT PARTNERS

Special thanks to this year's event partners and networks. Our partners are integral to the development and execution of Service Design Week, supporting the strategic positioning and are true experts within the CX & Design Community.



MEDIA PARTNERS

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PHILANTHROPIC PARTNER



SERVICE DESIGN FOR IMPACT.

Population Services International kicked off Main Conference Day 2 with a business approach to saving lives by addressing HIV/AIDS, malaria, sanitation and access to contraception in the developing world. Attendees participated in a “Design for Good” challenge hosted by our philanthropic partner, as the attendees innovated and brought new ideas around some of PSI’s biggest challenges.



#IDECEIDE



“Strong Women Superheroes!”

“Prototyping at its BEST!”

To learn more about Population Services International or to get involved, please visit psi.org.



SERVICE DESIGN FOR IMPACT.



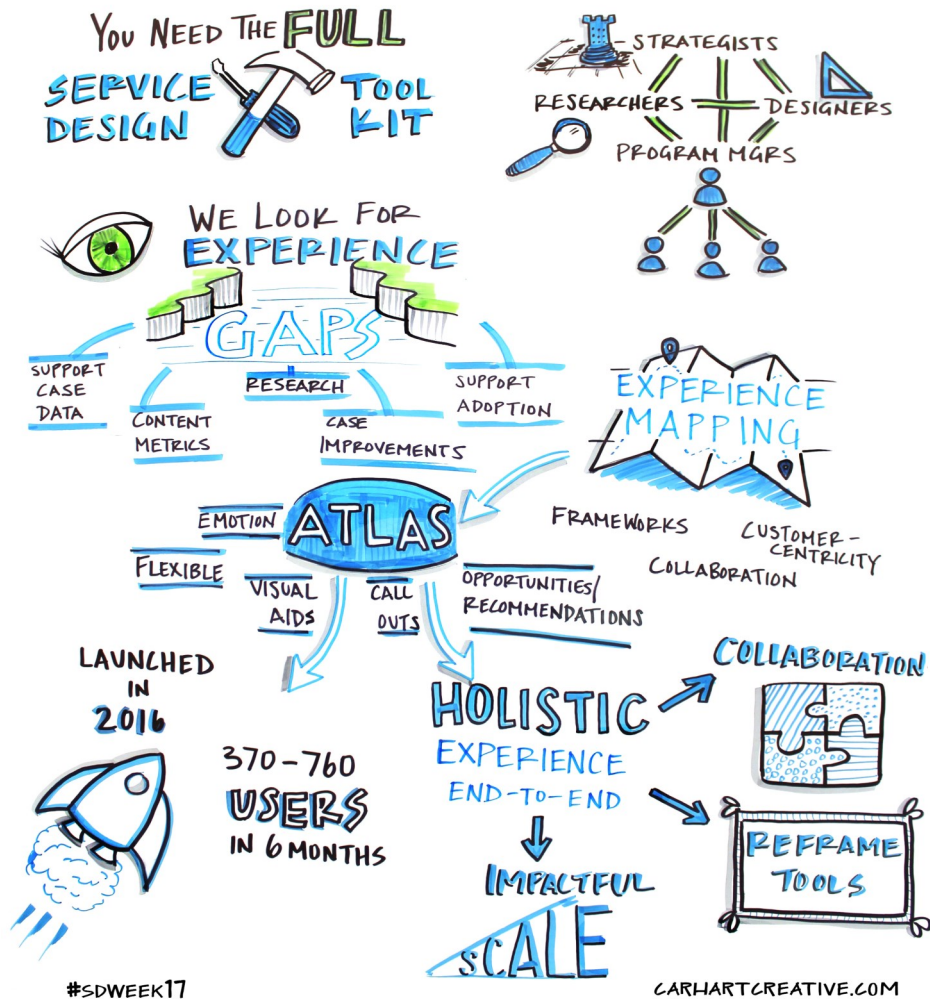
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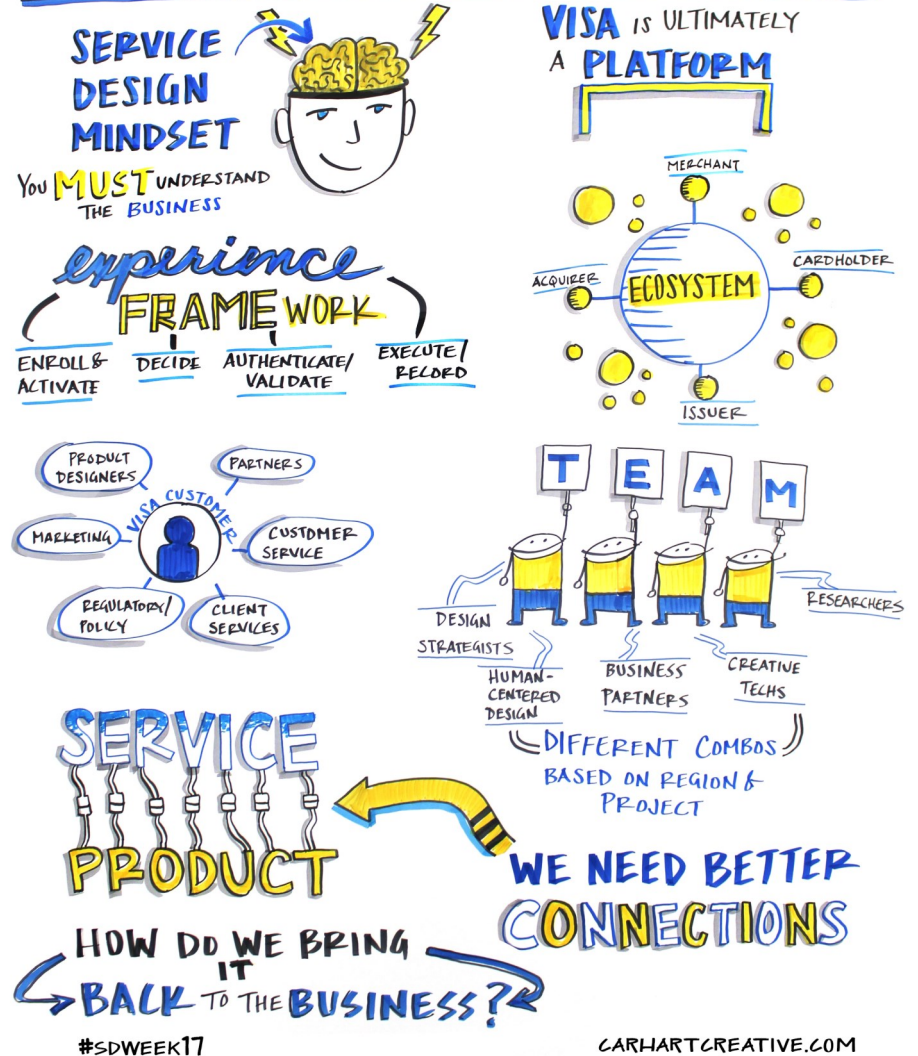
GRAPHIC RECORDING

Special thanks to **Tamra Carhart** for graphic recording the SDW Main Day Keynotes.

HOW AUTODESK LEVERAGED SERVICE DESIGN - HEATHER SIMON



BUILDING ORGANIZATIONAL CAPABILITIES - KEVIN CARVALHO



GRAPHIC RECORDING

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FROM INNOVATION TO OPERATION

- CHRIS DALY



BASQUIAT
EXAMPLE @ SOTHEBY'S
INNOVATION
REQUIRES
SERVICE
DESIGN



BUTTERFLY
EFFECT
(SMALL CHANGES HAVE BIG IMPACT!)



CONVERSATION
SINGLE COHESIVE
VOICE

AUGMENTED & IMMERSIVE



SERVICE
DESIGN
MUST BE
GLOBAL

THE **SERVICE JOURNEY**
IS *nuanced*

EASY
EDGES

TAKE
SMALL
STEPS
&
MOVE
UPSTREAM



START
small

#SDWEEK17

CARHARTCREATIVE.COM

DESIGN AS A GATEWAY - TOSHI MOGI

frog

ODDS OF SUCCESSFUL
transformation
ARE LOW



CLIMATE FOR CHANGE



IMPLEMENTING/
SUSTAINING



ENGAGING-
ENABLING

KOTTER

START
WITH
QUICK
WINS



PROCESS

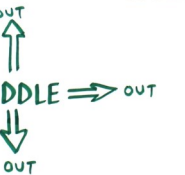
ENABLERS

CREATE
HABIT

ACTIVATION

STRUCTURE

TANGIBLE < INTANGIBLE



culture
change

REDESIGN
THE **WHOLE ORG**



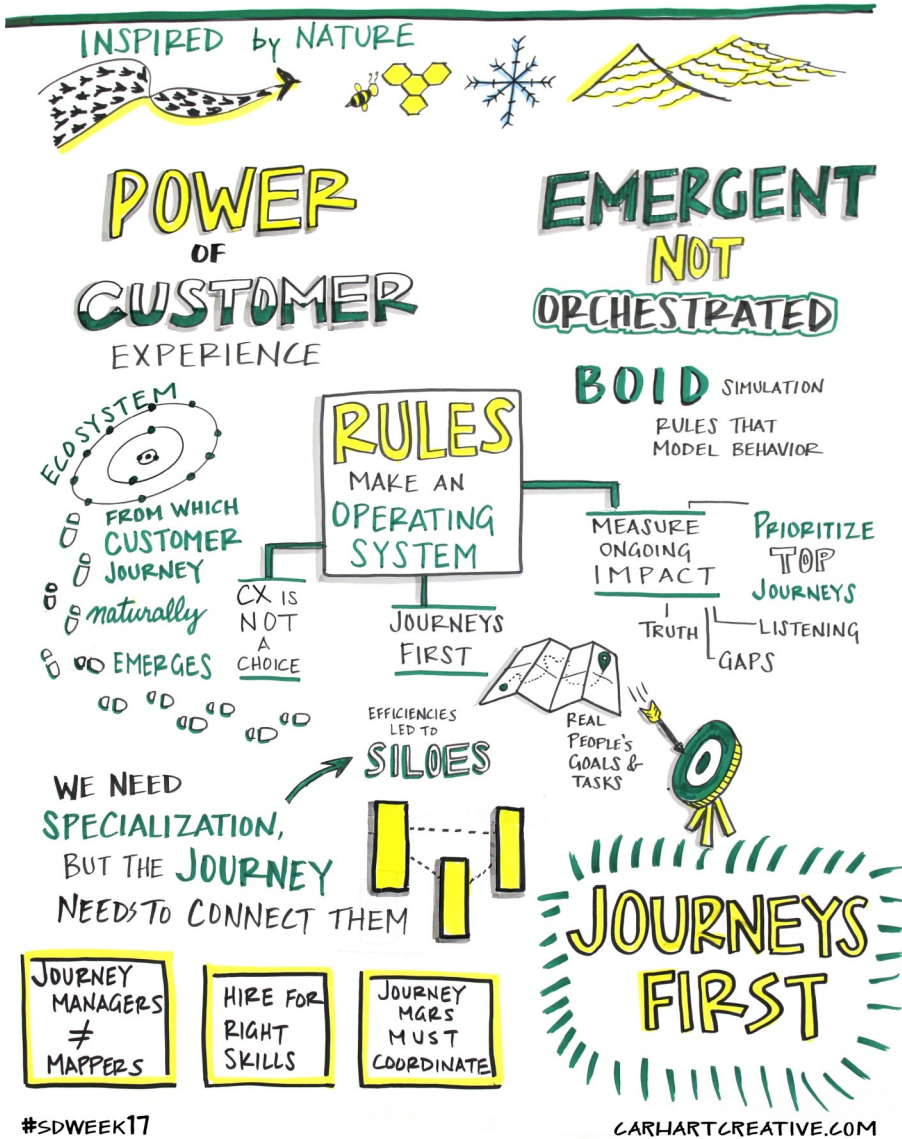
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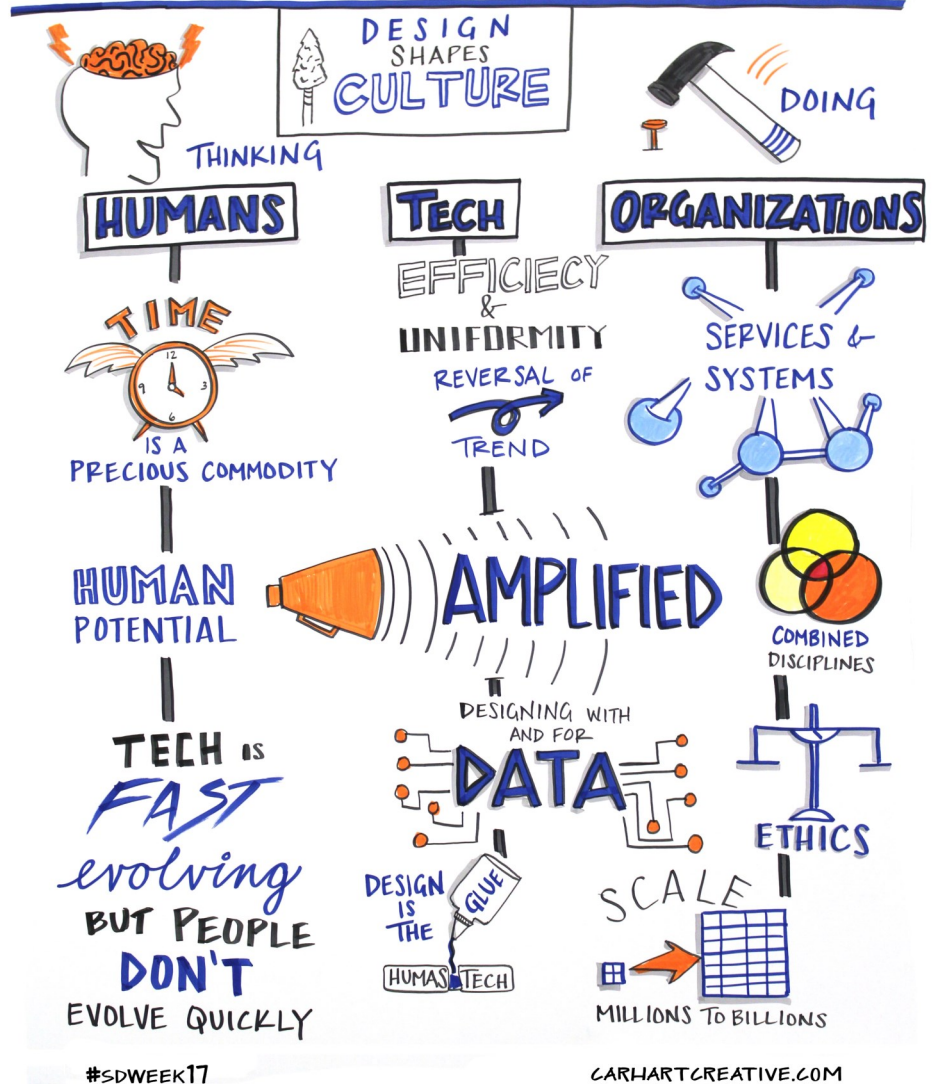
GRAPHIC RECORDING

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SUPPORTING SERVICE EXPERIENCES - KERRY BODINE



WHERE IS DESIGN NOW? - TIM IRVINE FJORD



GRAPHIC RECORDING

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ORGANIZATIONAL ACTIVATION PANEL

AMANDA CHAVEZ

TRACEY VARNELL

DAVID WEISSBURG

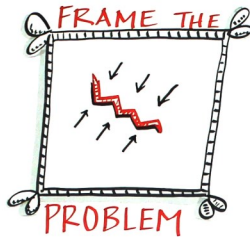
MARCUS GRUPP

DAVID GARCIA,
MODERATOR

METRICS



HELP WITH BUY-IN



COMING IN AS
A CONSULTANT IS
TOUGH

HARD TO TRACK



WHAT'S THE COST
OF
NOT USING
SERVICE DESIGN?

SHOW TEAMS
X WHAT **HASN'T**
X WORKED

GET PEOPLE IN
THE
ORG
TO EXPERIENCE

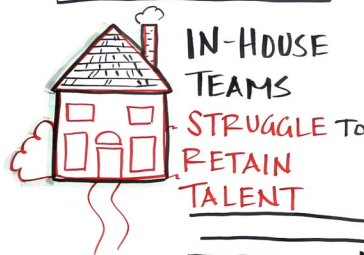


GENERATING

empathy

FOR ALL STAKEHOLDERS

FIND TEACHING
MOMENTS &
SELL THEM



ambiguity?

DESIGNERS CAN HELP!

INFORMS
DESIGN
PROCESS
ALIGN
AROUND
COMMON GOAL

IT'S
EXHAUSTING
TRYING TO MAINTAIN
ALIGNMENT

WHAT ABOUT B2B?
GO DIRECTLY TO PEOPLE
USING PRODUCT & SHOW
INEFFICIENCIES!

SHARING
PASSION FOR

WHAT ARE THE
INTANGIBLE
METRICS?

CHANGE

#SDWEEK17

CARHARTCREATIVE.COM

KEY TAKEAWAYS

1

Service design almost always starts as a ground breaking approach at the project level. These small wins will help the methodology to get noticed by leadership.

2

There isn't a "correct" service design approach or service design team. The framework of service design provides structured flexibility to meet the needs of any service experience, whether it be granular or holistic in nature.

3

Though the purpose of employing service design may be improve customer experience, it's holistic nature must permeate all silos of your organization for maximum impact.

4

Service design requires effective collaboration across the organization, impactful scalability to rally that collaboration, and flexibility in terms of tools enterprise-wide.

5

You don't see a lot of "Service Design" titles, but that doesn't mean you aren't involved in the process. Effective service design teams often include design strategists, HCD facilitators, creative technologists, design researchers and other business partners in order to encompass the holistic scope of the approach.



See you in October!



October 15-18, 2018 | Boston, MA | servicedesignweekusa.com

Optimizing Customer Experience through Holistic Service Design

AGENDA

REGISTER

EMAIL US

Interested in attending for free? Buy one pass, get one free! Expires July 13, 2018. [Email us.](#)

Interested in becoming a 2018 Event Partner? Email SPEX@iqpc.com for more info.

