

# Service Design-Driven Innovation

## One Day Masterclass



**Time:** 10.00am-3.30pm

**Date:** Tuesday June 16<sup>th</sup> 2015

**Location:** Innovation Centre, Institute of Technology Sligo

**Cost:** Free of Charge to a limited number of SMEs (funded by the year of Irish Design 2015)

**Delivered by:** The Centre for Design Innovation, IT Sligo and the Northern and Western Regional Assembly

**Deadline for booking:** June 12<sup>th</sup> 2015 4pm

As demonstrated in the Northern and Western Regional Assembly's **Design-Driven Innovation: Why it Matters for SME Competitiveness** (2015) report, never before has the development of innovation capacity and capability been so important to the Irish economy. The report highlighted the need for Irish SMEs to develop their competitive advantage through the integration of design-driven innovation approaches to business practices and to catch-up with other leading economics.

Services are quickly becoming the most important factor in increasing competitive advantages and strong sustainable customer relationships. Service Design-Driven methodologies and approaches offer a clear path for businesses to add value to their offering, servitise their products or even adopt new service-based business models.

### What is it?

The Centre for Design Innovation (CDI) and the Northern and Western Regional Assembly (NWRA) have developed a practical one day Service Design-Driven Innovation workshop to provide service-orientated Irish SMEs with a set of tools and methodologies to fully exploit their service value offering.

### Who is it for?

Irish service-orientated SMEs who are looking to improve their service provision for the service user, while reducing cost of service provision.

## What will the workshop involve?

The one day workshop includes:

- **Tailored Training:** Training in Service Design tools, tailored to specific sectors and demonstrated through relevant case study examples;
- **The Application of Service Design to Current Challenges:** An opportunity for participants to apply Service Design methodologies to examine an issue within their own organisation; and
- **Empowering Participants with Techniques for Everyday Challenges:** Sufficient training will be provided to allow participants to apply Design methodologies beyond the scope of the workshop.

## What are the benefits of Service Design for your business?

The tools and techniques will teach participants how to improve the service provision from ***the customer perspective*** by:

- Identifying bottlenecks and inefficiencies in the current front facing processes;
- Co-creating with service users to provide true customer value; and
- Developing innovative service solutions to key service issues.

The tools and techniques will teach participants how to improve the service provision from ***the provider's perspective*** by:

- Establishing a clear overview of the current service process, the relevant stakeholders and individual roles within it;
- Identifying bottlenecks and inefficiencies in the current back office processes; and.
- Adapting current services to streamline the service process to improve efficiency and effectiveness.

To book your place please contact:

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