

SERVICE ORIENTATION

EXPERT WORKSHOP

A process and tool necessary to implement your service from the expert's point of view

0. Name of the phase

Service Orientation

1. Name of the tool

Expert workshop (evaluation matrix)

2. Duration

2 – 3 hours

3. Materials used

Please mention if some are specifically for individual and group delivery or virtual delivery.

- Pens and markers of different colors
- A sheet of paper, minimum size A3, a whiteboard, flipchart
- Sticky notes and markers of different colors
- PC and TV or Presentation Canvas

4. What is this tool and what is its purpose and benefit?

Expert workshop (evaluation matrix) could be part of the Discovery, Define, Develop and Prototyping Phase.

Here we focus on the Development of Service

Develop the service model with the Expert workshop (evaluation matrix)

Developing the service model with the expert workshop means (not only focusing on the user experience) but also on everything that needs to be done for that user to benefit from an effective, efficient and enjoyable service experience.

It's fundamental to incorporate **all kinds of experts** involved in the service, here is a fundamental list:

- Management and organization experts
- Human Resource Managers
- Financial and administrative experts
- Technical experts for that field/service (eg. For tourism Tour Guide, Tour Agency Operator)
- Communication and Marketing Experts
- ICT Experts

Developing the service model with Expert Workshop means dealing with what happens especially "behind the scenes" and therefore the backstage of the service, on the actions that each individual actor must perform to make the entire system work.

It's relevant that each point of view and experience of the experts should be taken into account. The expert workshop is more devoted to implementing, rather than innovating, the service. There are many matrices, but the best option is to create a dedicated one during the first phase of the workshop and then implement it by adding, eliminating, reducing, or modifying some parts of the project.

The list of the topics to prepare the matrix could be:

- Title of the service
- Main offer
- Secondary offer
- Front-Stage interactions and activities
- Back-Stage interactions and activities
- Key Touch Points
- Key Activities
- Key Resources (human, technical, financial, ...)
- Key Partners
- Systems (eg. ITC)
- Communication Channels

5. Steps how to use this tool in practice

- Identify a service for your workshop
 - o This can be one that you are developing or have developed together. Although it is normal for the service one has developed, in this case, it may even be existing for educational purposes.
- Identify all the experts you need (don't forget any area)
- Explain what Workshop is and what is for.
- Show some examples of Expert Workshop
- Facilitate the involvement of each expert in all the phases of the workshop
- Analyse the results of the workshop and look for patterns, issues, and opportunities from it using a method that you prefer.
- Discuss about your findings and improvements to make.
- Make a summary of the main findings and improvements.

6. Tips and hints for using this tool

- This tool can be used in all the design service phases, in this case ideation phase is focused on the Service Development/Implementation
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