Quick Guide to Service Innovation

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Generate Ideas

- **Cross Functional Teams**
- **Strategy Workshops**
- Benchmarking





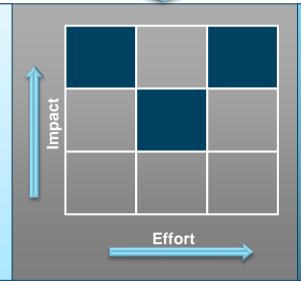
Teams Strategy Workshops

Benchmarking



Prioritize

- **Priority Matrix**
- **Eisenhower Matrix**
- **SWOT Analysis**





Eisenhower Matrix

SWOT Analysis



Cases

- **Lean Business** Canvas
- **ROI** Analysis
- **Project Plan**





Lean Business Canvas

ROI Analysis

Project Plan



Prototype & Test

- Fail Fast
- Learn Early
- Minimum Viable **Product**



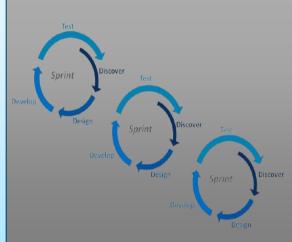


Business Experiments

MVP



- **Iterative Design Process**
- Agile Sprints
- A/B Testing





Iterative Process

Winning With Agile

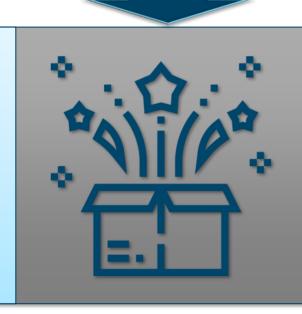
A/B Testing



Commercialize

- **Product Launch**
- Rollout
- Scaling

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Product Launch

Rollout

Scaling

Helping You Transform Service & Aftersales

Operational excellence, outstanding customer experience & profitable revenue growth

