



# Service Design for Business: A Practical Guide to Optimizing the Customer Experience

By Ben Reason, Lavrans Løvlie, Melvin Brand Flu

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## Service Design for Business: A Practical Guide to Optimizing the Customer Experience By Ben Reason, Lavrans Løvlie, Melvin Brand Flu

### A practical approach to better customer experience through service design

*Service Design for Business* helps you transform your customer's experience and keep them engaged through the art of intentional service design. Written by the experts at Livework, this practical guide offers a tangible, effective approach for better responding to customers' needs and demands, and provides concrete strategy that can be implemented immediately. You'll learn how taking a design approach to problem solving helps foster creativity, and how to apply it to the real issues that move businesses forward. Highly visual and organized for easy navigation, this quick read is a handbook for connecting market factors to the organizational challenge of customer experience by seeing your company through the customers' eyes.

Livework pioneered the service design industry, and guides organizations including Sony, the British Government, Volkswagen Procter & Gamble, the BBC, and more toward a more carefully curated customer experience. In this book, the Livework experts show you how to put service design to work in your company to solve the ongoing challenge of winning with customers.

- Approach customer experience from a design perspective
- See your organization through the lens of the customer
- Make customer experience an organization-wide responsibility
- Analyze the market factors that dovetail with customer experience design

The Internet and other digital technology has brought the world to your customers' fingertips. With unprecedented choice, consumers are demanding more than just a great product—the organizations coming out on top are designing and delivering experiences tailored to their customers' wants. *Service Design for Business* gives you the practical insight and service design perspective you need to shape the way your customers view your organization.

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## **Service Design for Business: A Practical Guide to Optimizing the Customer Experience** By Ben Reason, Lavrans Løvlie, Melvin Brand Flu Bibliography

- Sales Rank: #218824 in Books
- Published on: 2015-12-14
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .80" w x 6.40" l, .0 pounds
- Binding: Hardcover
- 208 pages

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### Editorial Review

From the Inside Flap

Organizations spend significant time designing tangible products. Services receive less design attention—however, if your business is to succeed in today's highly competitive marketplace, this needs to change. Generally, services are less productive and cause more frustration to customers than products. Service design addresses this quality and productivity gap.

*Service Design for Business* can help your organization tap into the power of intentional service design to transform your customer's experience. Written by Ben Reason, Lavrans Løvlie, and Melvin Brand Flu from Livework—the world's first service design company—this vital resource shows how to tap into the power of service design to address specific business challenges, create positive outcomes, and enhance capabilities. No matter if your company is involved in business-to-consumer, business-to-business, or government services, all services ultimately serve people. This practical book defines the core principles and presents the formidable tools of service design that can be used successfully across all sectors.

Livework is the groundbreaking leader in the service design industry, and has guided companies toward a more carefully curated customer experience including such noteworthy organizations such as Samsung, Johnson & Johnson, the British Government, the BBC, J.P. Morgan and more. Let Ben Reason, Lavrans Løvlie, and Melvin Brand Flu help you see your organization through the lens of your consumers and show you how to put service design to work in your company.

From the Back Cover

### TRANSFORM YOUR CUSTOMERS' EXPERIENCE THROUGH SERVICE DESIGN

"Service design has been around for 20 years and has matured from a niche design discipline to a more comprehensive and accessible way to tackle customer, business, and organizational challenges. However, it is still under recognized and undervalued by businesses. This book aims to address this in two ways. First, by putting the value of service design into business terms and second, by showing how service design can connect to core business outcomes and capabilities."

—FROM THE INTRODUCTION

From Ben Reason, Lavrans Løvlie, and Melvin Brand Flu, the directors of Livework—the groundbreaking service design company—comes *Service Design for Business*. This is the indispensable guide for any organization that wants to move their customers to a more positive experience. The authors show how to transform your customer's experience and keep them engaged through the art of intentional service design.

Written in practical terms, *Service Design for Business* offers all types of organizations (business-to-consumer, business-to-business, or government services) a proven, effective approach for better responding to customers' needs and demands, and provides a strategy that can be implemented immediately.

Reason, Løvlie, and Brand Flu walk you through their winning service design approach to problem solving that can help your business succeed. They give you the tools to tackle the common challenges and resolve real issues in order to move your business forward. Organized for easy navigation, this essential handbook offers the information needed for connecting market factors to the organizational challenge of customer experience by seeing your company through the customers' eyes.

**For additional content, cases studies and tools relevant to this book, please visit:  
[www.liveworkstudio.com/SDinB](http://www.liveworkstudio.com/SDinB)**

About the Author

**BEN REASON** is a founding partner of Live-work—winners of the prestigious Designweek 'Design Team of the Year' award in 2014. As director of the London studio he continues to pioneer the discipline and is a visiting tutor at the Royal College of Art, London.

**LAVRANS LØVLIE** is a founding partner and Director of Livework. His work includes projects with the BBC, Sony, Orange, VW, several of the largest hospitals in Norway and the United Nations. He has taught at universities across Europe and is a board member of the Norwegian Design Council.

**MELVIN BRAND FLU** is a partner and the Director of Strategy and Business Design at Livework. He has over 25 years of experience working as a business and strategy consultant.

## **Users Review**

**From reader reviews:**

**Charles Stephens:**

The experience that you get from Service Design for Business: A Practical Guide to Optimizing the Customer Experience is a more deep you rooting the information that hide within the words the more you get serious about reading it. It doesn't mean that this book is hard to recognise but Service Design for Business: A Practical Guide to Optimizing the Customer Experience giving you excitement feeling of reading. The writer conveys their point in selected way that can be understood by simply anyone who read the idea because the author of this book is well-known enough. That book also makes your own personal vocabulary increase well. That makes it easy to understand then can go together with you, both in printed or e-book style are available. We propose you for having this particular Service Design for Business: A Practical Guide to Optimizing the Customer Experience instantly.

**Marian Sheffield:**

The actual book Service Design for Business: A Practical Guide to Optimizing the Customer Experience has a lot of information on it. So when you read this book you can get a lot of profit. The book was compiled by the very famous author. The writer makes some research previous to write this book. This particular book very easy to read you can get the point easily after reading this book.

**Larry Davis:**

Service Design for Business: A Practical Guide to Optimizing the Customer Experience can be one of your basic books that are good idea. Many of us recommend that straight away because this e-book has good vocabulary that could increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The article writer giving his/her effort to place every word into pleasure arrangement in writing Service Design for Business: A Practical Guide to Optimizing the Customer Experience but doesn't forget the main point, giving the reader the hottest along with based confirm resource

information that maybe you can be among it. This great information can certainly drawn you into brand new stage of crucial thinking.

**James Shockley:**

What is your hobby? Have you heard in which question when you got pupils? We believe that that problem was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. Therefore you know that little person similar to reading or as reading through become their hobby. You must know that reading is very important as well as book as to be the point. Book is important thing to increase you knowledge, except your current teacher or lecturer. You get good news or update about something by book. A substantial number of sorts of books that can you take to be your object. One of them is niagra Service Design for Business: A Practical Guide to Optimizing the Customer Experience.

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