

# CO-CREATED INNOVATION FRESH PERSPECTIVES RESULTS WITH IMPACT

Design innovative services in only 8 weeks

service science factory

■■■ research | business | education

The Service Science Factory (SSF) uses the transformative power of service innovation as a way to unlock new revenue streams and increase competitiveness. Developing new and improved services is essential for companies in any industry; it allows to differentiate from the competition and to create new value for its customers.

In our innovation projects we develop and design a new service concept in 8 weeks using the Design Thinking Methodology.

## SERVICE DESIGN THINKING:

Service Design Thinking is a state-of-the-art approach to innovation. It creatively prototypes new offers with a human-centered focus. A multitude of design tools help you to look through the eyes of the customer and to discover "gain" and "pain" points across your customers' journey. Combining qualitative and quantitative research techniques, SSF identifies different types of customers, and designs new user-centric services catered to each customer's need. The aim is to offer unique value to your customers and have future-proof business models.

## TOP TALENT RECRUITMENT SERVICES

Finding and retaining the right people is increasingly challenging. A SSF Innovation Project gives you the opportunity to meet young business talent from a community of 5000 students, coming from over 60 countries. We help you to recruit the best talent. During the project you will have the chance to work intensively with talents selected specifically for your business challenge.

## SERVICE SCIENCE FACTORY - INNOVATION PROJECT- THE BEST STUDENTS - ACADEMIC EXPERTS - AND YOU!

### INGREDIENTS

- Your business challenge
- A motivated project team consisting of:
  - A carefully selected multidisciplinary team from your organization
  - An experienced project leader from SSF
  - A professional Service Designer of SSF
  - The best students – carefully recruited for you by SSF
  - Academic experts, PHD-students or professors from Maastricht University doing research in a field relevant to your business challenge

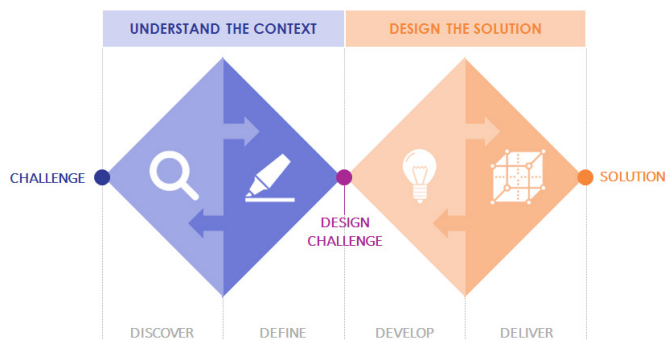




## PROCESS

A project leader and service designer from SSF lead the project. Students will work on the project for 12-20 hours per week. You will meet with the project team on a regular basis (5-8 times during the project).

**By working in this multidisciplinary team we assure that developed solutions integrate the needs of your customer and your requirements for business success.**



In our projects we use the Double Diamond process. The first diamond focuses on in-depth customer research, and desk research on trends and best practices.

The second diamond focuses on creating solutions for your business challenge based on the insights from the first phase.

If you want to explore the options of engaging in an SSF project together with UMIO, don't hesitate to get in touch for individual advice!

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## RESULTS

- Deep insights into the needs, wishes and frustrations of your customers.
- A concrete concept of new or improved services that will create a competitive advantage and grow your business.
- A final presentation, a report and a prototype of the new service!
- Commitment of your own employees with regard to the innovation they co-created.
- Learning about state-of-the-art innovation methods, tools and scientific knowledge.

## PORTFOLIO

Over the past years, SSF has completed numerous business innovation projects in many different sectors, for both large, global corporations and small, regional companies. Together with SSF you will optimize your services portfolio and develop innovative service solutions that create a profound impact for your customers. The aim is to drive business growth, secure a stable market position and build a sustainable competitive advantage.

*"The collaboration with SSF allowed us to reveal real insights in the relevance and added value of our services. The project resulted in both rational and inspirational concepts that are implementable and will make our services approach more valuable and more differentiating in the future. Great and high-level collaboration."*

**Filip Arnaut. R&D Director GRS Lab at Puratos NV.**

Puratos, a global innovative, Belgian B2B company in bakery, patisserie and chocolate ingredients. The company serves more than 100,000 artisans worldwide.