



# Service Concept Design

Design new services and service delivery models that consumers desire

Nearly every product offering today is affected by the customers' desire to consume it as a service. Likewise, customers increasingly want to purchase services on a subscription basis. Through service concept development, we help you discover how to meet these expectations.

## THIS SERVICE HELPS TO...

Uncover service experience opportunities

Explore how to provide an optimal service experience

Determine which service experience concepts are the right fit



## WHAT YOU GET

Stay focused on all aspects of the service concept experience. You get:

- ✓ An engaging visual report on the service concept development findings and an experience case for the winning ideas
- ✓ An understanding of what will be necessary to make your service concept succeed with customers
- ✓ Confidence about where to invest in new services or in reimagining existing services



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## HOW WE DO IT

- 1 We conduct sessions with your stakeholders to understand your current offer model and your goals for service concept development.
- 2 We facilitate lively, interactive co-design sessions to surface and elaborate new service concepts.

- 3 Undertake customer research and service concept testing to validate the ideas with real customers.
- 4 Report on the feasibility of service experience concept(s), pinpointing the best ideas to invest in and what's required to ensure they succeed.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

[contact@akendi.com](mailto:contact@akendi.com)