

## 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

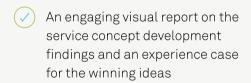
Explore how to provide an optimal service experience

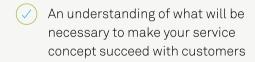
Determine which service experience concepts are the right fit



## WHAT YOU GET

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





Confidence about where to invest in new services or in reimagining existing services





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## HOW WE DO IT

- We conduct sessions with your stakeholders to understand your current offer model and your goals for service concept development.
- We facilitate lively, interactive co-design sessions to surface and elaborate new service concepts.
- Undertake customer research and service concept testing to validate the ideas with real customers.
- 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 multidisciplinary 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!

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