



TOOLS AND TECHNIQUES

(Case study discussion of service designing)



Name of the student

University Name

Student ID

Module Number

Question 1

There are many similarities in between service design and manufactured good design, along with that, there are some differences as well. Designing of manufactured goods, such as a vehicle, electronic gadgets are a tangible thing as physical objects can be touched, where service designing is intangible. A company can store its manufactured product, but service designing is a process that can not be stored. Quality of designing product can be done with data, but the quality of service can be defined by the customer's experience(Homburg, Schwemmler and Kuehnl, 2015).

Factors should be taken for good service designing:

Customer contact, customers are closely contacted with the system from where they are getting services. To provide an excellent service design a company should make good customer contact and it can be possible when the company depends on the good performance of the required equipment(Beverland, Gemser and Karpen, 2017).

Location of service consumption, good service designing involves supply chain that can deliver the products to the customers at their locations. The objective of a company should be aligned with accessibility and availability of its product to the customers, it may be the service provider's premises or at the customer's doorstep.

Service mix, the service provided by a company is at the centre of the service designing that involves delivering process, implementation of service plans and monitoring.

Customer participation, customer's involvement is an essential factor of service designing as it directly depends on the customer's demand for a product.

Good service design can be controlled by employing some tools or techniques that will help in better services. In this process, the statistical process control (SPC) method is being used, and this helps to ensure product efficiency, specification of a product with less waste. By using this tool, a company can measure the product's output from data charts, control charts, that focuses on the improvement of service designing and experiments(Peres and Fogliatto, 2018).

Case-study: Question A

The student experienced structural disorientation of a system that is door and window orientation of State university building. As the student went on to visit the campus of State University with a tour guide and they reached a gigantic lecture hall, but there was darkness instead of having daylight of the summer. The student must send a transcript to the State University to get an admission there, as directed by the University's words. However, the student mentioned about the transcript, when she mailed application to the University. The student thought she communicated with the counsellor that it might be an issue to get admission to the University.

Moreover, the University asked more information which was already given by her. After getting admission, when class started, all the students were asked to pay their tuition fee. It was a trouble for the student, as she did not get any financial bill of her paid tuition fee. She was afraid that in this purpose if it hampers her class of that U. College. After that, she went to the admission office or college office to get a confirmation letter that she would be able to join classes instead of those organizational issues. It is noted that there are some existing problems of organizational design that led to that experience of such breakdown of the student. These all are the function of organizational design, failure of these design can cause much disorientation of services provided by an organization.

Question B

The State University administrators should undertake a proper organizational process management system like service design. A University or College should cooperate with the students those are coming there to get an education, this cooperative behaviour of the higher authority of the college will able to make the college popular. University should focus on its services associated with the students that include a proper admission process and accurate documentation. In addition, preservation of those documents safely that is highly recommended as any of the missing document of students can lead to hampering the student's academic life. The management authority should maintain all records of the students such as admission form, required copies of testimonials, registration form, since the admission period to at the end of the academic life of a student. University should maintain its campus grounds, safety and security for all students by taking them under supervision of higher authority. University should give special services to the students with disabilities by providing career counselling and library use opportunity (Petrova et al., 2015).

References

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