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## Service Innovation: How to Go from Customer Needs to Breakthrough Services (Business Books)

Lance Bettencourt

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**Lance Bettencourt** : **Service Innovation: How to Go from Customer Needs to Breakthrough Services (Business Books)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Service Innovation: How to Go from Customer Needs to Breakthrough Services (Business Books):

3 of 3 people found the following review helpful. Decent practitioner perspective and I am not familiar with a better approach than this one. By Jackal Services constitute a big portion of our economy, but we don't have good models to understand service innovation. The author provides a very managerial perspective on the issue. He has hands-on

experience which he shares. I don't think you will find anything really surprising in this book. I often felt "okay, that makes sense" and that is the problem with the book. It is quite a dull and boring read. No doubt that the author's approach is valuable if you are doing service innovation. That's why I do give the book four stars. However, I feel that for this field to advance we need academics, who have more time, to study the matter more. You can compare the current book with *Service Breakthroughs* (published in 1990 not 2008 as stated on ) to get proof that there hasn't been much improvement. So this book deserves four stars because it has decent content and very few books are written on the subject. Had more been written on the subject, I think I would have given this book three stars only.

6 of 6 people found the following review helpful. Finally: Service innovation decoded! By Lu Phillips Because you can't receive a service across a shipping receiving dock, people struggle mightily with how to conceptualize, assign a value, design, deliver, and manage services. It's all around us: hazy definitions and jargon, "impossible to replicate" Nordstrom legends, powerhouse companies emerging from nowhere like [...]; it all seems too magical. This book is the missing manual on the basics of thinking about and deploying services from core of what we all value but can't articulate well: the jobs our customers actually want done. Everywhere across the value stream we can improve customer engagement, loyalty and impact growth with clearly articulated service design. Unfortunately this thinking just can't be accessed from a product-based paradigm. The ideas in this book are totally practical: Need VC funding, start at page 45 and pop over to page 209. Need HR advice, try page 186. Are you in sales and marketing and need to beat your revenue goals by 10%, check out the Microsoft case study on page 33. Need operations folks clued in, start on page 174. Need a raise at work, the worksheet template on page 191 should be pretty useful to both you and your boss. Once you're equipped with basic understanding of how service models actually work so much more new thinking is possible across so many more unexplored areas. We are emerging from the last century devoted to the products of the Industrial Revolution--a service-based economy is the obvious next step. As Bettencourt points out, innovation for services are far more "hidden" from us than are those for products. Use this book to deploy a services strategy. Then, as we all enter the "flat world" economic landscape, you'll be leapfrogging to dominance.

0 of 0 people found the following review helpful. A great and practical book By Customer This book is highly recommended to service companies owners, consultants, and everyone interested in service innovation both to improve current services and to develop new services concepts. It is a previous step to service development, as is very clearly explained in the text. The reader will organize in an structured way his thinking about services in general and service innovation in particular following the concepts explained in the book. *Service Innovation: How to Go from Customer Needs to Breakthrough Services* The job maps, the templates for customer outcomes and job statements and the examples are awesome and very useful to practical application of the ideas. Being a TRIZ student for more than 10 years, I had a permanent interest in innovation. TRIZ approaches to service focus also on customer jobs as in Lance's book. So, if the reader knows about TRIZ will be very pleased reading this book.

Advance praise for *Service Innovation*: "To the CEOs of all service companies I deal with: READ THIS BOOK!" -- Dave Wascha, senior director, Bing Product Management, Microsoft Corporation "Lance Bettencourt deftly blends his academic and consulting experience to provide an example-rich, readable, practical, and innovative discussion of service innovation." -- Leonard Berry, coauthor of *Management Lessons from Mayo Clinic* "Provides the robust framework to design services that unlock growth opportunities for every business." -- Lance Reschke, vice president, Ceridian Corporation "The tools and guidance in this book will inspire companies, small and large, to create effective and innovative services that are desperately needed." -- Mary Jo Bitner, Ph.D., W. P. Carey School of Business, Arizona State University, and coauthor of *Services Marketing: Integrating Customer Focus Across the Firm* "Cracks the code from the fuzzy front end through the complete life cycle of Service Innovation." -- Angelo Rago, division vice president, Global Customer Services, Abbott Medical Optics "Filled with rich examples of how firms can innovate service through helping customers get jobs done." -- Stephen W. Brown, Ph.D., W. P. Carey School of Business, Arizona State University "Any leader intent on providing distinctive value to customers must read *Service Innovation*." -- Michael Reynolds, staff vice president, Commercial Marketing, WellPoint, Inc. If there's one truism about the service sector, it's that businesses don't succeed by inventing a better mousetrap; they succeed by finding the best, most cost-effective way to get rid of their customers' mice. In industries ranging from heavy machinery to health care to financial services to consumer goods, service innovation is helping businesses find new revenue streams--and enhance existing ones--by satisfying their customer's need to get things done. Few understand this better than Lance Bettencourt, a strategy adviser at Strategyn and a leading educator in management innovation consulting. And in *Service Innovation*, Bettencourt gives a master's class on the art and science of creating breakthrough service products. True service innovation demands that you shift the focus away from the solution and back to the customer. To achieve this shift in your business--one that takes you from making educated guesses to building a clear model to guide service innovation--Bettencourt instructs on the finer points of how to rethink your approach to the customer's needs: how the customer defines value in a product or service. Bettencourt mines nearly 20 years' experience in teaching and advising clients with service- and product-dominant businesses to demonstrate proven ways you can build, streamline, and focus your company's service product innovation processes. Among the

numerous key ideas and practices are: Insight on understanding the different types of clients you serve; and how your products deliver value to them Ways to design specific frameworks for discovering service innovation opportunities for new, improved, and supplementary service products Practical guidance on staying focused on the "fuzzy front end" of service innovation The fundamental elements of a winning service strategy Finding new ways to help people solve problems and get things done is why there are goods and services in the first place. And in Service Innovation, Lance Bettencourt fills a vital need by delivering the essential guide that can put your business on the latest frontier of value creation.