

นวัตกรรมการบริการ

ความสำคัญและกรณีตัวอย่าง

รศ.ดร.บัณฑิต ไรจน์อารยานนท์

สถาบันเทคโนโลยีไทย-ญี่ปุ่น

Topics

- Service industry - its importance and evolution
- Productivity of service industry and back office work
- Service innovation
- Consumer-enterprise's co-creation businesses
- Case study



Service Industry – its importance and evolution

- In developed countries, service industries share 70% of GDP and employment
- Service industry serves from daily necessities to high level satisfaction
- Service industry possesses both globalized and localized characteristics
- Service industries evolve with business models and new technologies



Examples of service industries

- Banking, fund management, financing, leasing
- Insurance
- Health care
- Transportation
- Tourism
- Advertising
- Entertainment
- Information – traffic condition, route guidance, etc.

Business models, new technologies

- Amazon, Google, social network, etc.
- Apple iPod, iPhone, iPad
- FedEx
- Credit card, IC card
- Vehicle tracking systems

Service as Part of Value Chain



Productivity in Service Industry

Productivity= Value Generated / Resources Used

- Reducing resources used or improving efficiency results in improving of productivity
- Increasing value generated or value added also improves productivity

Productivity in Manufacturing and Service/Back Office Works

- Productivity in manufacturing has been improved significantly through the use of advanced production management systems
- In manufacturing, quantitative measurement of productivity is relatively easy
- Productivity in service industries is influenced by local cultures and is more difficult to make comparison between countries
- Back office productivity improvement receives less attention

Improving Productivity in Service Industries and Back Office Work

- Some effective methods used in production management should be applied – TQM, 5S, 3M, Kaizen, visual control
- Scientific and engineering approach is essential

Service Innovation

- Consumers oriented
- Revolution of conventional merchandising processes
- Creating new suitable service platform
- Co-creation

Consumer Oriented

- Understanding consumer behavior/life style and search for hidden demand
- Formulation of business model

Revolution of Conventional Merchandising Processes

- Integration and standardization of business processes in supply chain
- Intensive use of advanced information technology

Creating New Suitable Service Platform

- Consolidate related services into new common platform
- Introducing effective IT solution to serve the common platform

Co-creation Services

- Environmentally friendly services
- Re-use/re-cycle services
- Community revitalizing service

Case Studies

- Seven-Eleven Japan
- Healthcare services
- Rental businesses – cars, DVD, toys, etc.
- On-demand delivery of goods – grocery, wine, whiskey
- Apparel
- Second-hand book shop