

# SeDiHUB Exploitation Guide for Business Consultants



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## Introduction

Welcome to the SeDiHUB Exploitation Toolkit for Business Consultants. This guide is specifically designed to empower business consultants like you to effectively support micro and family businesses in adopting and implementing service design practices. Our goal is to provide you with a comprehensive set of tools, strategies, and insights that will enable you to facilitate **transformative changes**, enhancing both the operational efficiency and customer engagement of your clients.

Service design can revolutionize the way businesses interact with their customers by creating more intuitive and user-centric services. As a consultant, your role in guiding these businesses through the service design process is crucial. This toolkit aims to equip you with the necessary knowledge and skills to support micro and family enterprise to lead successful service design projects in diverse business environments.

### The role of Business Consultants in service design implementation

Consultants play a pivotal role in the implementation of service design, and the promotion of the whole idea especially within micro and family businesses that might not have access to in-depth expertise in this area. Your expertise and external perspective can provide invaluable insights that help these businesses to:

- Identify and understand their unique service challenges: Many small businesses are so involved in day-to-day operations that they might not recognize inefficiencies or potential areas for enhancement in their service offerings. Your objective analysis can help them highlight these areas.
- Develop and implement tailored solutions: Using service design tools and methodologies, you can help businesses create solutions that are specifically tailored to their needs, rather than adopting a one-size-fits-all approach.
- Drive innovation and competitiveness: By introducing service design thinking, you can help businesses innovate their service processes and offerings, which is essential for staying competitive in today's market.
- Build internal capabilities: Through training and development activities, you help businesses build their internal capacity to continue improving their services independently in the future.

This guide will walk you through various aspects of service design, from understanding the basic principles to applying advanced techniques. It will also cover the practical aspects of managing service design projects, including how to overcome common challenges and how to effectively communicate with stakeholders.

This guide is a useful tool for you to be better prepared to assist micro and family businesses in realizing the full potential of their services, thereby driving significant business growth and customer satisfaction. Let's begin this journey towards creating impactful and sustainable service improvements.

# Understanding Service Design

## Fundamentals of Service Design

Service design is a holistic and systematic approach to improving the quality and interaction of a business's services with its customers. As a business consultant, you are tasked with guiding businesses through the conceptual landscape of service design, which includes several key components:

1. **User-Centered Design:** At its core, service design focuses on the needs and experiences of the end user. Everything from the service's conceptualization to its final delivery is tailored to enhance user satisfaction and engagement.
2. **Co-Creation:** This principle emphasizes the involvement of stakeholders at all levels, including customers, employees, and partners, in the design process. Co-creation ensures that the solutions developed are not only innovative but also practical and deeply integrated with the company's operations.
3. **Sequencing:** Service design dissects the service into manageable parts, viewing them as a sequence of interactions or touchpoints. Understanding and designing each touchpoint meticulously helps in creating a seamless and enjoyable user experience.
4. **Evidencing:** Many services are intangible, making it difficult for customers to grasp their value. Service design uses physical or digital evidence to make the benefits of a service more tangible and understandable to users.
5. **Holistic Approach:** Effective service design considers the entire ecosystem of the service, including the physical environment, digital interfaces, and human interactions. This comprehensive approach ensures consistency and cohesion across all aspects of the service.

## Benefits of service design for Micro and Family Businesses

Introducing service design to micro and family businesses can have transformative effects:

1. **Enhanced Customer Experience:** Service design's focus on user-centered approaches leads to higher customer satisfaction, which is crucial for loyalty and word-of-mouth referrals in small businesses.
2. **Increased Operational Efficiency:** By analyzing and redesigning service touchpoints, businesses can streamline operations, reduce costs, and eliminate inefficiencies.
3. **Competitive Advantage:** In markets where small businesses compete with larger entities, service design provides a means to stand out by offering unique, well-crafted customer experiences.
4. **Scalability:** Service design prepares businesses for growth. Well-designed services are easier to scale and can adapt more fluidly to increased demand or changing market conditions.

As a consultant, your role is to help businesses grasp these concepts and see the practical applications of service design in their specific contexts. Through workshops, training sessions, and hands-on projects, you can bring these principles to life, demonstrating their value and guiding businesses on the path to integration.

SeDiHub project has also been designed to address business consultants and offer ready to use resources and tools that can facilitate the consulting process towards the adaptation of service design practices by micro and family enterprises.

## The Consultant's Role in Service Design Consulting

As a consultant specializing in service design, your role is pivotal in transforming the way micro and family businesses operate and engage with their customers. This section outlines key aspects of your role, including how to help micro and family businesses to conduct assessments and analyze business needs, as well as how to develop and implement effective service design strategies.

### Assessment and Analysis

#### 1. Initial Business Assessment:

- **Understanding Business Operations:** Start by gaining a thorough understanding of the business's current operations, customer interactions, and service delivery processes.
- **Identifying Pain Points:** Through observations, interviews, and data analysis, identify areas where the business struggles to meet customer expectations or operates inefficiently.

#### 2. Customer Insights Gathering:

- **Customer Interviews and Surveys:** Help your client conduct detailed interviews and surveys to gather insights directly from their customers about their experiences and expectations.
- **Customer Journey Mapping:** Help your client create detailed customer journey maps to visualize the complete customer experience, highlighting areas for potential improvement.

#### 3. Competitor Analysis:

- **Benchmarking:** Compare your client's services against those of their competitors to identify service gaps and areas where competitors excel.
- **Innovative Practices:** Look for innovative service design practices in the industry that could be adapted or improved upon to benefit.

The SeDihub Modules 1 and 2 can help you in the process providing you interesting insights about customer research and practical examples that you could share with your clients, micro and family enterprises.

### Strategy Development of micro and family enterprises

Help your client think through the following points that will contribute to the development of his service/product and ultimately increase the sustainability and profitability of the client's company.

#### 1. Defining Objectives:

- **Aligning with Business Goals:** Ensure that the service design objectives align with the overall business goals, such as increasing customer retention, reducing service delivery costs, or enhancing customer satisfaction.
- **Setting Achievable Targets:** Help the business set realistic and measurable objectives for the service design project.

#### 2. Creating a Service Design Blueprint:

- **Developing a Roadmap:** Based on the assessment and business goals, develop a comprehensive service design blueprint that outlines key initiatives, required resources, and timelines.

- Incorporating Feedback Mechanisms: Design the blueprint to include mechanisms for ongoing customer and employee feedback to continually refine the service design.

### 3. Resource Planning:

- Identifying Needs: Determine what resources (human, technological, financial) are necessary to implement the service design strategy.
- Capacity Building: Plan for training and development needs to ensure that the team has the skills required to execute the new service design effectively.

The SeDihub Modules 3 and 4 can help you in the process providing you with interesting insights about service/product development through service design and practical examples that you could share with your clients, micro and family enterprises.

## Implementation Guidance

Be sure to help your client complete the following steps as well. A lot of work has already been done in the form of implemented analyzes and customer surveys. Ideas for improving existing services/products or ideas for new services/products already exist, but everything needs to be validated and tested.

### 1. Pilot Projects:

- Testing Concepts: Recommend starting with pilot projects to test key components of the service design before a full-scale rollout. This approach allows for adjustments based on initial feedback and results.
- Iterative Development: Use an agile, iterative approach to implementation, where small changes are continuously tested and refined.

### 2. Full Implementation:

- Scaling Up: Guide the business through scaling successful service design initiatives from the pilot phase to full implementation across the organization.
- Monitoring and Adjusting: Help your client establish regular check-ins to monitor progress, evaluate the impact, and make necessary adjustments to the service design strategies.

The SeDihub Module 3-5 can help you in the process providing you interesting insights about piloting and practical examples that you could share with your clients, micro and family enterprises.

As a consultant, your expertise and strategic guidance are crucial to ensuring that micro and family businesses not only understand the principles of service design but are also able to effectively implement these strategies to achieve tangible business improvements. Through your role, you can drive significant transformation that aligns with both customer expectations and business objectives.

## SeDiHUB Tools and Resources

### Service Design Toolkit

SeDiHub offers a comprehensive set of tools that are invaluable in implementing service design for micro and family businesses. As a consultant, understanding and utilizing these tools can significantly enhance your ability to deliver tailored, impactful advice.

Below is an overview of each tool and its application for consulting:

#### 1. Customer Trend Radar:

- Purpose: Helps identify and analyze current trends affecting customers' behaviors and preferences.
- Application: Use this tool to keep your client's services relevant and proactive in adapting to market changes.

#### 2. Stakeholders Mapping:

- Purpose: Maps out all stakeholders involved in the service delivery and how they interact with your client business.
- Application: This tool is crucial for understanding the ecosystem around a service and for ensuring all perspectives are considered in the design process.

#### 3. Stakeholders Evaluation:

- Purpose: Assesses the influence and interests of different stakeholders to prioritize engagement strategies.
- Application: Guides clients in managing relationships with key partners or customers effectively.

#### 4. Empathy Map:

- Purpose: Creates a deeper understanding of your client customer's experience and their needs.
- Application: Use to align service improvements with actual customer emotions and pain points.

#### 5. Customer Research:

- Purpose: Gathers detailed insights about your client customer needs, behaviors, and preferences.
- Application: Forms the basis of all customer-centric service design modifications.

#### 6. Personas:

- Purpose: Develops detailed profiles of typical customers based on gathered data.
- Application: Use personas to simulate and predict your client customer reactions to service changes.

#### 7. Cost Benefits and Eco-Social Benefits:

- Purpose: Evaluates the financial and ecological/social impact of service design changes.
- Application: Essential for justifying service design projects and aligning them with broader business sustainability goals.

#### 8. User Stories:

- Purpose: Describes a service or system change from the perspective of the user.
- Application: Helps your clients understand and meet the specific needs of different user groups.

#### 9. Validation Board:

- Purpose: Tests and validates assumptions in a service design project.
- Application: Critical for iterating service prototypes before full-scale implementation.

#### 10. Service Blueprint:

- Purpose: Provides a detailed plan of service interaction layered with customer touchpoints.
- Application: Use this tool to visualize and streamline the service delivery process.

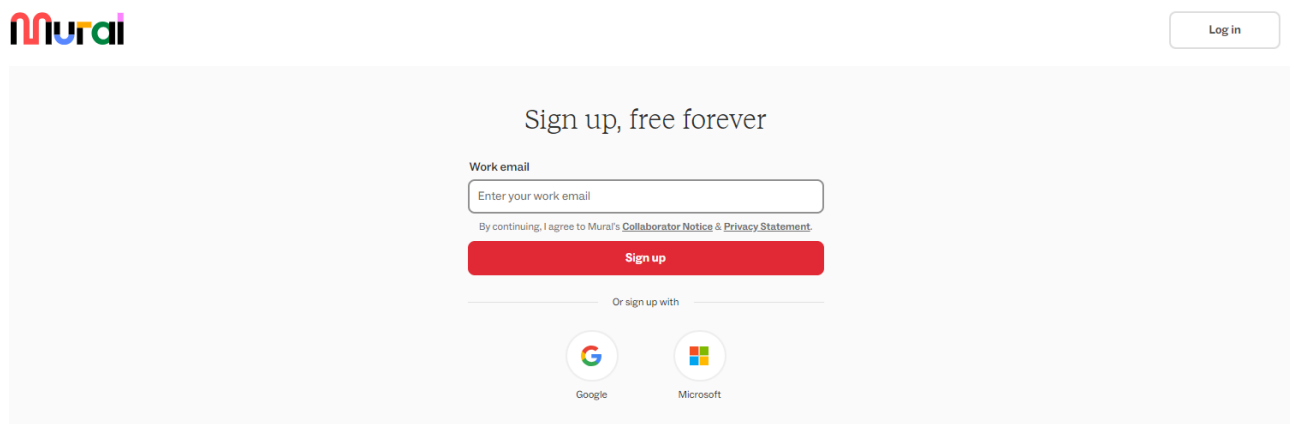
#### 11. Value Proposition and Sustainable Business Model:

- Purpose: Articulates the unique value a service provides to customers and outlines a model for long-term viability.
- Application: Helps businesses clarify their market offering and align it with sustainable practices.

The SeDiHUB toolbox Mural platform has an interactive way to fill service design canvases and collaborate virtually. All tools can also be downloaded in PDF format on the e-learning platform the roots of learning materials. If you want to learn more about Mural and use this tool, here are videos to [introduce Mural](#)

On Mural you will find the English toolbox here: <https://app.mural.co/template/fd859319-9c93-4161-8772-4ea349e7764b/d1fd2651-d2a8-4fa9-af55-0191d457ce12>

1. When click on link you need to log in

The image shows the Mural sign-up page. At the top left is the Mural logo, and at the top right is a 'Log in' button. The main heading is 'Sign up, free forever'. Below this is a 'Work email' section with a text input field containing the placeholder 'Enter your work email'. Underneath the input field is a small line of text: 'By continuing, I agree to Mural's [Collaborator Notice](#) & [Privacy Statement](#)'. Below that is a prominent red 'Sign up' button. At the bottom, there is a section titled 'Or sign up with' with two circular icons: the Google logo and the Microsoft logo.



2. You need to give name to a workspace



## Set up your team

The place where you and your team work is called **workspace**.

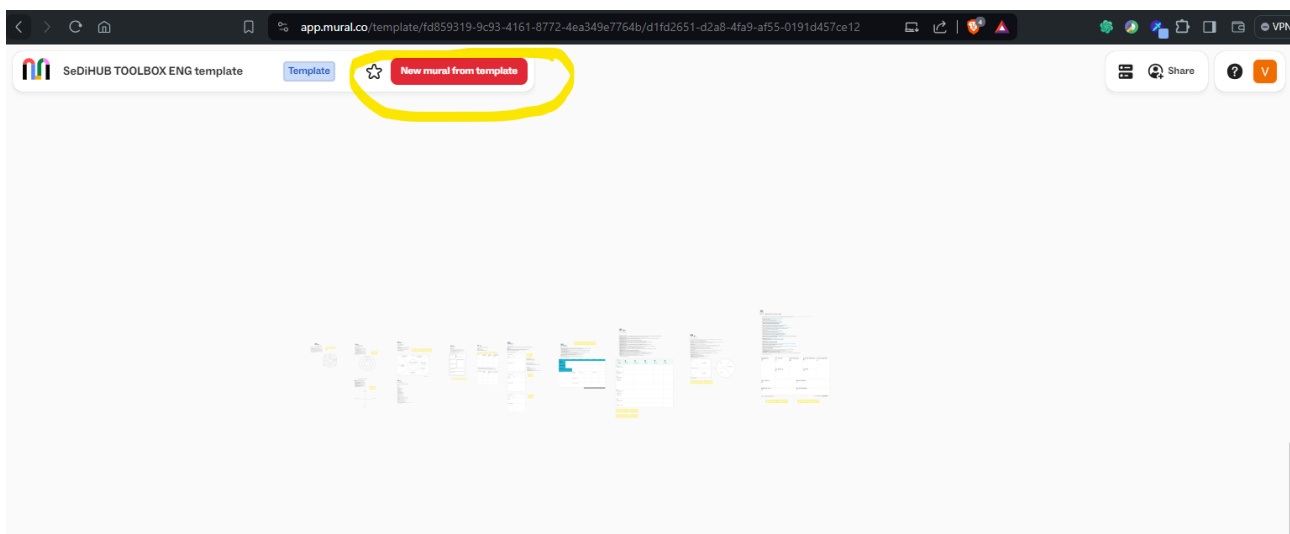
**Workspace name**

You can change this later.

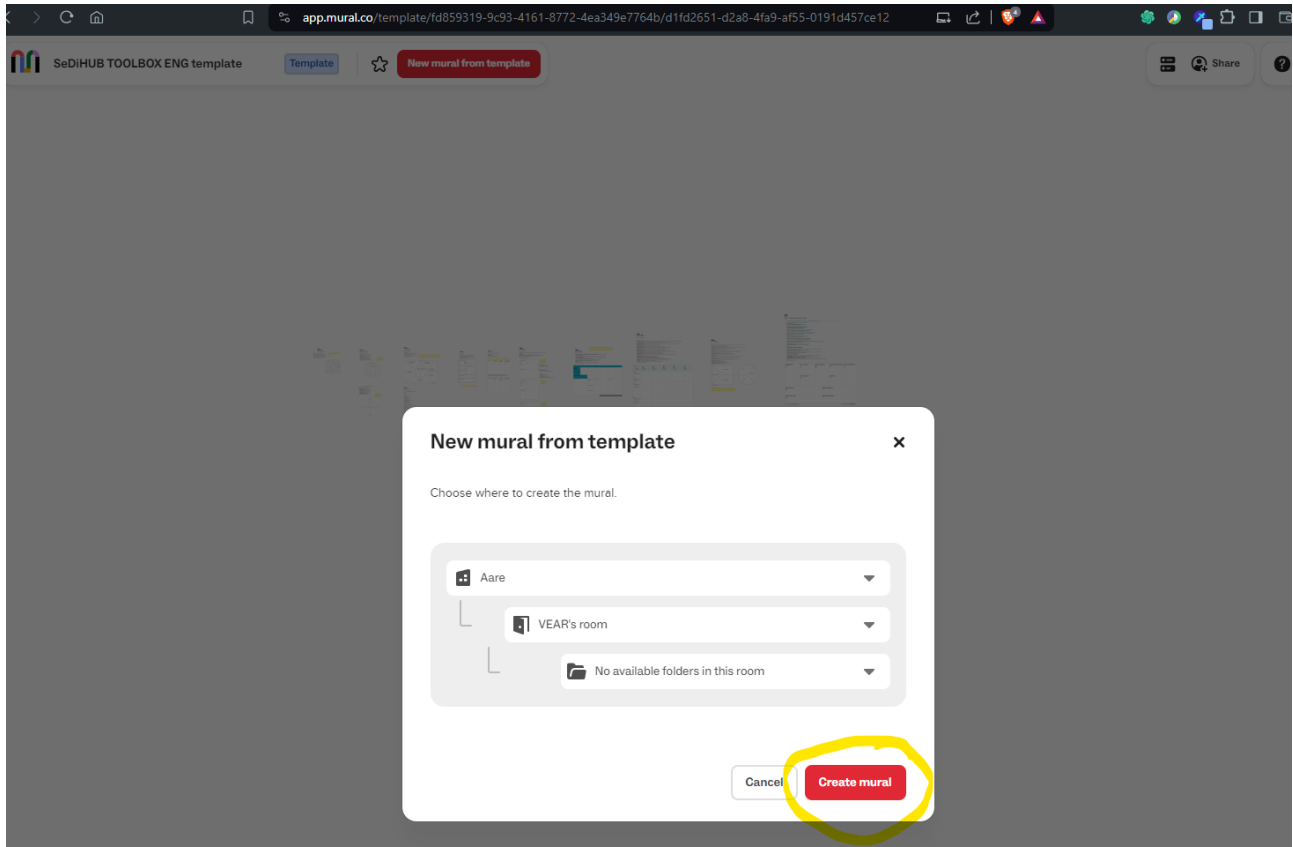
I accept Mural's [Terms of Service](#)

**Continue**

3. Click – New mural from template



4. Click – create mural and you can use it!



## Customizing Tools for Your Clients

As each micro and family business is unique, a key aspect of your role as a consultant is to adapt these tools to meet specific clients (businesses) needs, here are some steps:

### 1. Assess Business Needs:

- Evaluate the client's specific circumstances, challenges, and objectives to determine which tools are most applicable.
- Consider factors like business size, industry, customer base, and available resources.

### 2. Tailor Tool Implementation:

- Customize tools to address the particular aspects of the client's service that need improvement. For example, modify the stakeholders mapping to focus more on suppliers if supply chain issues are a pain point.
- Develop custom templates or add specific elements to existing tools to enhance their relevance and effectiveness.

### 3. Provide Training:

- Offer workshops or training sessions to help the clients and their teams understand how to use the tools effectively.
- Ensure they can not only use the tools during the consultancy period but also continue to apply them independently.

### 4. Continuous Feedback and Iteration:

- Establish feedback loops to monitor how the adapted tools are working and make adjustments as needed.
- Encourage ongoing dialogue to refine tool usage and ensure they deliver the expected benefits.

Using this toolkit, you can guide micro and family businesses through a transformative process that not only enhances their service offerings but also aligns them with the evolving needs of their customers and the market. By customizing these tools, you ensure that the service design solutions are practical, actionable, and sustainable, ultimately leading to measurable improvements in business performance.