

What is Service Design

Service Design is the name given to the discipline of designing holistic consumer journeys, vs. focusing on user satisfaction with individual touchpoints such as a mobile app or web interface.

What It Is

Service design helps your company to uncover gaps in the customer journey, or discrepancies between the touchpoints you provide and what your customer expects. Studies show that companies with a rigorous service design practice enjoy greater customer retention and higher net promoter scores!



How It Works

Avenue Code specializes in helping our clients to launch their own service design practice. The engagement involves a Design Lead and a Mid Designer from Avenue Code, and it can last an average of 2 months.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Kickoff	Interviews	Personas	Journey Map	Service Blueprints	Results		

Who Is It For

Service design has proven beneficial across industries and company size. But it may be particularly effective when:

- | Customers give good feedback about individual touchpoints, but overall retention is low.
- | You want to increase your net promoter score.
- | Your internal departments complain of a lack of visibility or poor communication.
- | You need to ensure white glove service for your customers in a complex ecosystem that may include 3rd parties.
- | You are making strategic decisions focused on enhancing the customer experience.