

Service Design

- Overcoming complex business environments by customer-experience focused services -

Today, companies must challenge for transformation as they have never had before. Some industries need new growth strategies due to stagnant market or aging population. On the other hand, digital technologies are forcing some industries to face competitions among cross-industry participating companies.

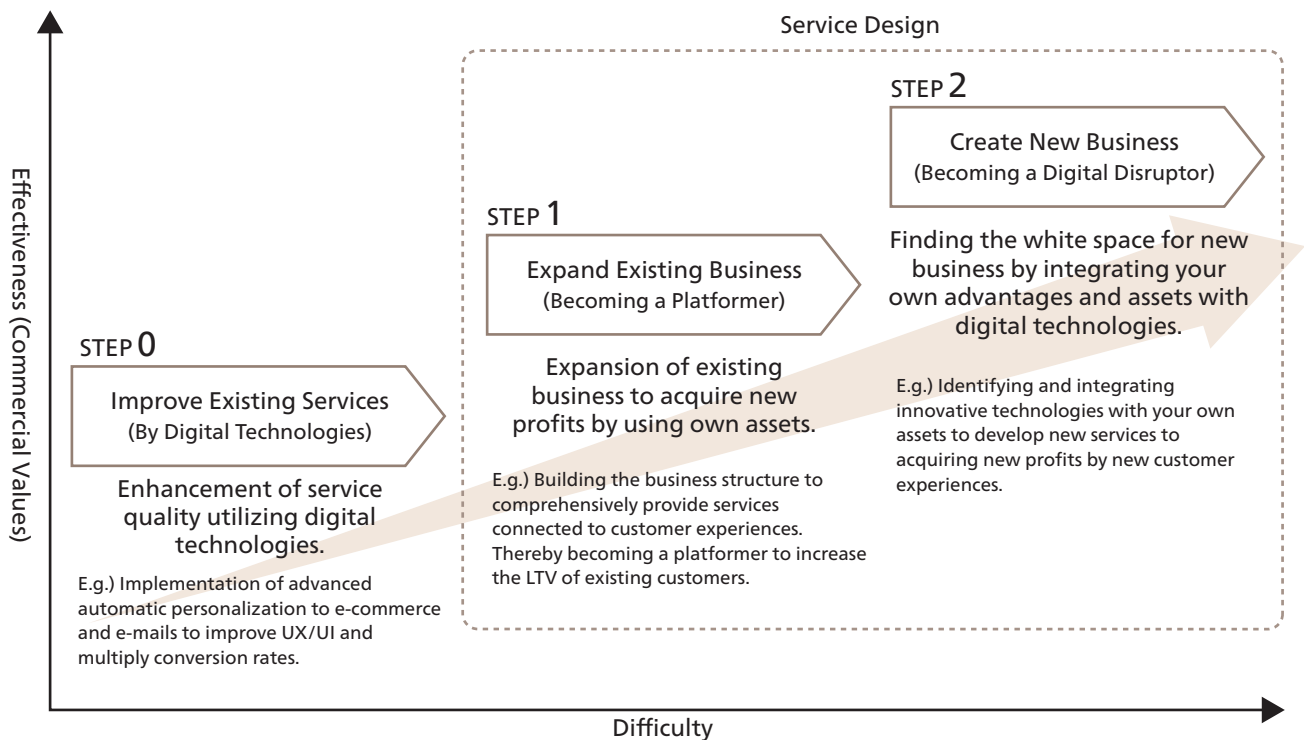
In the near future, advanced digital technologies will bring about structure destruction of industries. Companies must develop services for unique customer experiences to increase competitiveness or to identify marketable areas.

ABeam Consulting provides Service Design consulting to overcome these complex business environments. We offer Service Design by digital technologies that will shift your business ahead of the competitors.

* "Service design" is not only limited to product designing, but it is a method to create business and services by focusing on the values of customer experiences.

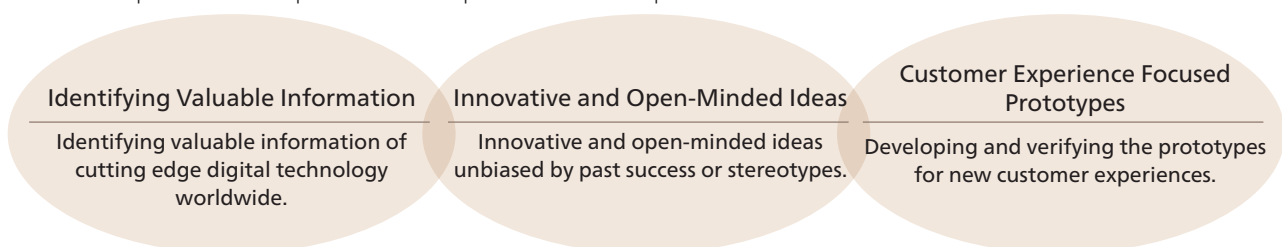
Steps of Service Design

The digital technologies today are capable of processing large data at high speed with low cost, and thereby various industries need to improve existing services and create new business models utilizing those digital technologies.



Key Success Factors

The keys to successful Service Design is "Identifying valuable information for innovative ideas, and developing prototypes focused on creating new customer experiences". The speed to drive the process is also an important factor.

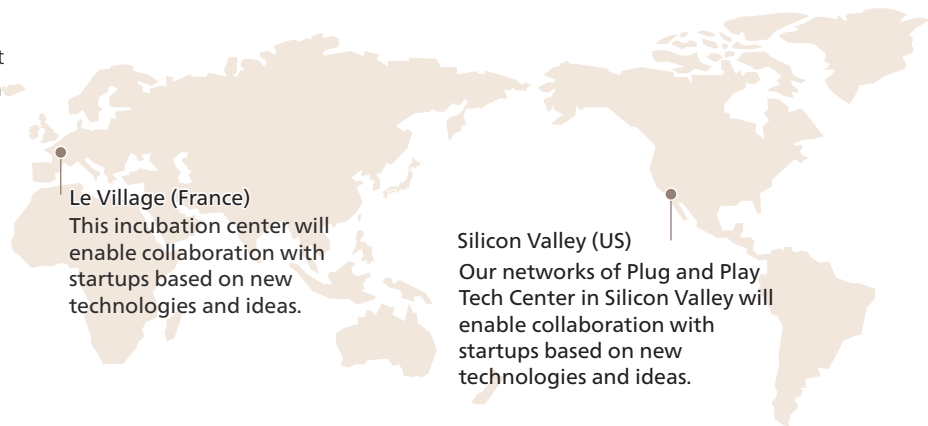


Value Proposition of Our Service Design

1. Identifying Valuable Information of Cutting Edge Digital Technology Worldwide

To create new customer experiences through Service Design, we can support collaboration with companies based on diverse ideas and advanced technologies.

We can offer our network of the Silicon Valley startups, as well as the access to the startups in Europe through Bearing Point, our alliance partner, and their incubation center (Le Village).



Le Village (France)
This incubation center will enable collaboration with startups based on new technologies and ideas.

Silicon Valley (US)
Our networks of Plug and Play Tech Center in Silicon Valley will enable collaboration with startups based on new technologies and ideas.

2. Driving Innovative and Open-Minded Ideas

Past success sometimes causes inflexibility and inability to think. To bring new services to the world, it is important to focus on creating new customer experiences, not on superficial qualities.

In addition, it is important to look at the fact that it is possible to create new customer experiences by arranging existing resource, technologies, and services.

We provide support to drive Service Design projects focusing on "creating customer experiences"

3. Development and Verification of New Customer Experiences

Powered by Orange

We can support materializing the ideas and verifying feasibility by developing prototypes.

Benefits

1. Rapid development of prototypes
2. Consistent development of hardware, software, and networks
3. Flexible laboratorial environment

Examples of Prototype Development



Smart delivery boxes that enable checking delivery status, receiving notifications, and opening the boxes by smartphones.



sensor poles with cameras.



Self-service terminals for overseas tourists that issue tax deduction documents by reading passports.

Case Studies

We provide Service Design consulting by driving diverse ideas and utilizing cutting edge digital technologies.

Client	Project Outline	Results
Online-Only Bank	Creating new customer experience values through smartphones.	Increase of smartphone application users, increase of utilization and user satisfaction.
Airline	Service Design to create new customer experience.	Generation of excitements on flight, nurturing brand loyalty, and increasing repeated flights among low frequent customers.