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Sommario/riassunto	The service process design landscape is changing, with many of the previous limitations disappearing on how and by whom services are delivered. Opportunities for new service design configurations are being supported, to a large extent, by technology-enabled innovations; many tasks previously performed by the service provider may now be performed by either the customer or the service provider. As a result, customers are playing a more active role in the service process, not only through self-service but also by providing information to the service provider to create a more personalized service experience. Designing Service Processes to Unlock Value explores how service processes can be designed to leverage the expanding range of opportunities for service providers and customers to co-create value. Readers will learn about frameworks for value co- creation and models for designing all types of service processes, as well as the unique challenges of designing knowledge-intensive services. And with the growing number of alternatives for designing service processes and determining who performs the various service tasks, service performance outcomes are increasingly dependent on the knowledge, skills, and abilities--that is, capabilities--of both service providers and customers. Thus, the book concludes with approaches to unlock these

capabilities-and further boost value co-creation. The 2nd edition of Designing Service Processes to Unlock Value includes new and updated examples of technology-enabled innovations that provide unprecedented flexibility in service process design and continue to transform how service providers and customers co-produce services. At the same time, readers will see how these innovations can have important--and sometimes surprising--impacts on the nature of the benefit and cost trade-offs and synergies that determine value co-creation.
