

1. Record Nr.	UNINA9910842294603321
Autore	Li Lefei
Titolo	The Era of New Services : New Services, New Infrastructure and Service Rules for the Future Society
Pubbl/distr/stampa	Singapore : , : Springer, , 2024 ©2024
ISBN	9789819995653
Edizione	[1st ed.]
Descrizione fisica	1 online resource (196 pages)
Collana	Management for Professionals Series
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Foreword by Li Zheng -- Foreword by Jinghui Guan -- Services: Hope of the New Era -- Foreword by Sheng Wu -- Wonderful Services in the Digital Age -- Preface -- Contents -- Part I Introduction -- 1 Services Everywhere -- Reference -- 2 Services in Complexity -- 2.1 Coping with Complexity of Services -- 2.2 Thinking in a Continuum -- 2.3 Grasping History and Trends -- Part II Four Perspectives of Service Innovation -- 3 The Perspective of Networks -- 3.1 Low-Cost Networks -- 3.2 Cross-Organization Networks -- 3.3 High-Efficiency Networks -- 3.4 Online or Offline? -- 3.4.1 Offline Towards Online -- 3.4.2 Online-Offline Integration -- 3.4.3 Online Towards Offline -- Reference -- 4 The Perspective of Resources -- 4.1 Making Information An Asset -- 4.2 Secrets of Information Transfer -- 4.3 Tapping into Advantages to Expand the Market -- 4.4 Resources Sharing is not a False Proposition -- References -- 5 The Perspective of Needs -- 5.1 From Needs to Demands -- 5.1.1 To Expand "Dimensions of Life" -- 5.2 From Satisfying to Surprising -- 5.3 Engaging "God" in Design -- 5.3.1 Customers' Needs and Design Thinking -- 5.3.2 How Far Should We Go in Customer Engagement -- 5.3.3 Functions and Beauty -- Reference -- 6 The Perspective of Culture -- 6.1 Looking in the "Satisfaction Mirror" -- 6.2 Interactive Behaviors and Service Innovation -- 6.3 Excellent Organizational Culture -- Reference -- Part III Principles and Methods of Service Design and Innovation -- 7 Principles of Service Design and Innovation -- 7.1 Original Experience

-- 7.1.1 Place of Origin -- 7.1.2 Original Culture -- 7.1.3 Original Craft -- 7.1.4 Original Memory -- 7.1.5 Original Genes -- 7.1.6 Original Materials -- 7.2 Redesign -- 7.2.1 Expand from Five Senses to More Perceptions -- 7.2.2 Power of Balance -- 7.2.3 World of Design and World of Art -- 7.3 Diversification.
7.3.1 The Growing "Minorities" -- References -- 8 Classical Tools for Service Innovation -- 8.1 Differentiation-Based Competitive Strategies -- 8.1.1 Differentiation is an Essential Need -- 8.1.2 Methods and Trends of Differentiated Competition -- 8.2 Service Encounters: Economic Efficiency, Effectiveness and Communicative Skills -- Reference -- 9 SERVINO Methods -- 9.1 SERVINO System and Its Problem-Solving Process -- 9.2 Exploring the Overall System -- 9.3 Focusing on Problems in Design -- 9.4 Inspiring and Driving Innovation -- 9.5 Verifying and Implementing the Plan -- 9.6 Encouraging Service Experience: Starting from Observations -- 9.7 "Know Yourself": Decomposing the Service System -- 9.7.1 Case Analysis: Shangpu Home Design -- 9.8 Problem Analysis: Bridging Demands and Supply -- 9.9 How to "Invent" Services? -- 9.9.1 Separation Principle in Service -- 9.9.2 Inventive Principles for Service Innovation -- 9.9.3 More Methods to Inspire Innovation -- 10 Parallel Services -- 10.1 Parallel Services -- 10.1.1 Uniqueness of Parallel Service Management -- 10.1.2 The Three-Scale Model of Parallel Service Management -- 10.2 Services Empowered by AI Technology -- 10.2.1 Service Demand Cycle Model -- 10.2.2 Service Channel Choice Model -- 10.2.3 Parallel Learning and Optimization Model -- 10.3 The "Parallel" Age of Service Management -- 10.3.1 Service Channel Evolution Analysis -- 10.3.2 Micromarketing of Services -- 10.3.3 Intelligent Services -- 10.3.4 A Case Study -- 10.3.5 Constructing the Artificial Service System -- 10.3.6 Actual System Implementation -- Part IV Service Innovation and Future Life -- 11 Service Innovation and Future Life -- 11.1 Curiosity -- 11.2 Fun -- 11.3 Passions Connected -- 11.4 No Need to Choose -- 11.5 Multifunctional Spaces -- 11.6 Tips -- 11.7 Scenarios Triggering Tender Feelings -- 11.8 New Interactions.
11.9 Word-of-Mouth Economy -- 11.10 Service Boosts "Rural Vitalization" -- 11.11 "New Infrastructures" Boosted by "New Services" -- Afterword.
