



**Interreg**  
CENTRAL EUROPE



**ProsperAMnet**

## INVITATION TO THE ROUND TABLE

**INNOVATION TIME:  
»SERVICE DESIGN« for effective servitization**

**WHEN: 8<sup>th</sup> July 2020, from 10.00 to 12.00**

**WHERE: on-line workshop**

We kindly invite you to a **free roundtable**, where experts of service design will present what "servitisation" means and how to transform their products into user-friendly services and tailored to their requirements and how to create an outstanding customer experience.

*The strengthening of advanced manufacturers is a key pillar of many strategies in countries in Central European countries due to globalisation. Small and medium-sized enterprises (SMEs) face competitive pressure, the business environment is becoming more demanding, the regulatory frameworks are becoming increasingly complex and all this is putting pressure on the companies. On the other hand, customers or users are increasingly educated and well informed, want to know what they buy and have increasing demands, which poses an increasing obstacle to their existence on the market. Companies face these challenges in different ways. Among other things, the business model of 'service design' or 'servitization' has proved very well.*

*Therefore, companies offer additional services or offer solutions. But this requires changes in companies – especially if they export their services. The key here is the creation of additional services that will offer customers new concept of the product. The planning of processes within the company foresees all situations from the planning of services or products by step, and adapts them to the user's needs or in such a way that the user gets an outstanding user experience.*

***It's one thing to want to please customers. It's a whole other thing to actually deliver a consistent experience that satisfies customers and keeps them coming back for more.***

### PARTICIPANTS:



**Marc Stickdorn; Expert in service planning/design, author, entrepreneur**

Marc is co-founder and CEO of "More than Metrics", which creates software to design services such as "Smapply" and "ExperienceFellow". Through strategic management and service design, it helps organisations to integrate service design in a sustainable way into their structures, processes and culture. He developed the Journey Map Ops, a user-oriented approach to managing organisations using digital travel maps as a visual management tool. He is the editor and author of the award-winning book "This is Service Design Thinking" (2010) and the lead author of the sequels "This is Service Design Doing" (2018) and "This is the Design Methods" (2018). Marc regularly lectures at conferences on service design and entrepreneurship. It teaches service design at universities and offers public and exclusive courses. He has been working for several years at the University of Erlangen-Nürnberg in the field of information systems, based on design sciences, in which he has developed a new approach to mobile ethnographic research. For almost several years, his doctorate is almost finished... 😊 Marc lives in Innsbruck/Austria, surrounded by the European Alps. If Marc doesn't work, he likes to travel with his family, enjoy good coffee, and drive a classic motorcycle.



**M. Sc. Janja Petkovšek, Director of the Metal Processing Association at the Chamber of Commerce and Industry of Slovenia**

She is responsible for daily assistance and consultancy for companies, members of the Association, participates in various research projects, maintains links and contacts with the Slovenian authorities and represents the Association in some national (SIQ, TECOS) and European bodies (CEEMET, Orgalime). She is also a member of several committees and in constant contact with knowledge centres.

### PROGRAM

<b>10:00 - 10:10</b>	<b>Introduction</b>
<b>10:10 - 11:00</b>	<b>Service Design – How to create outstanding customer experience</b> Marc Stickdorn, service planning/design expert
<b>11:00 - 11:15</b>	<b>Monitor ISE – Tool for measuring service performance in SMEs</b> Nina Vrabelj, CCIS
<b>11:15 - 11:30</b>	<b>Analysis of results for Slovenia</b> M. Sc. Janja Petkovšek, Director of the Metal Processing Association
<b>11:30 - 11:45</b>	<b>Analysis of results for Austria</b> Fachhochschule Oberösterreich
<b>11:45 - 12:00</b>	<b>Analysis of results for Italy</b> Friuli Innovazione

Participation at the event is **free** with **mandatory registration**, on the basis of which you will later receive a **link to the web application** and all necessary **information** about participation in the online event.

**We look forward to your participation!**

[Register for the event](#)

#### Contact and more information:

Chamber of Commerce and Industry of Slovenia  
Metal Processing Association  
Željko Jokić  
zeljko.jokic@gzs.si, + 386 1 58 98 308

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[www.interreg-central.eu/prosperamnet](http://www.interreg-central.eu/prosperamnet)

Vaše podatke smo zbrali iz javno dostopnih virov ali v okviru opravljanja dejavnosti Gospodarske zbornice Slovenije in jih uporabljamo v skladu z določili 72. člena ZVOP-1 in ZEPT-1B. Svoje podatke lahko kadarkoli pregledate ter zahtevate njihov popravek ali izbris oziroma prekličete to soglasje. Nastavitve, na katere vrste sporočil ste naročeni, in odjavo lahko kadarkoli spremenite s klikom na povezavo »Sprememba nastavitve prejemanja e-novic in odjava«.

[GDPR\_TEKST]