

## **“Service System Example” Team Assignment**

We’ve organized into 4 teams of 2-4 students, who will work with either Bob or Anno to select one or two readings to build on, and then lead a 30-40 minute discussion about one or more of the service systems in that domain.

There may be some of you who haven’t signed up for a team yet – do so today! It would be good for each team to take a few minutes today to get organized.

Bob will work with these two teams, and they will present on Wednesday September 26.

### ***Healthcare***

Zach Gillen  
Huiliang Lui

### ***B2B***

Ashwin Matthew  
Luke Rhee  
Bayram Orazov  
Jose Mojica

Anno will work with these two teams, and they will present on Monday October 1:

### ***Government***

Evynn Testa-Avila  
Nagui Yassa  
Adrian Klee

### ***Education***

Jennifer Toney  
Joshua Gomez  
Matthias Humbert

Your presentations have the goal of making you think about these domains or sectors using the new concepts and models we’ve been talking about. You can follow where appropriate the checklist of questions from my September 12 lecture when I introduced service systems:

1. What is the scope of the service system?
2. Who/what are the relevant participants/actors in the service system, what point(s) of view exist, and what are their relationships to one another?
3. Are these relationships?
  - Ad hoc or contractual
  - Static or dynamic

- Transactional or "relational"
  - Symmetric or asymmetric
  - Governed by a "service level agreement" between them
  - Governed by some broader authority
4. What are the primary services offered by this system?
  5. Describe the front and back stages for each system, and their relationships.
  6. What are the key mechanisms or principles of the "service profit chain" in the system?
  7. What are the ranges of "service intensity" for the primary services?
  8. How does the "service intensity" alter the ways in which value is (co-)produced?
  9. What are the measures of service quality in this case?
  10. How is service quality affected by changing the "line of visibility" between the front and back stages? By the introduction of technology?