



# SERVITIZATION: AN INTRODUCTION

## ***Course Descriptions***

The transition of product-based business into a more balanced product and service business is in no way a simple change. It is not as simple as delivering new products to the market as it requires new processes and approaches that can run counter to the existing manufacturing businesses. The aim of this introductory two-day workshop is to introduce the reasons why services are important and then to provide examples of seven challenges that can prevent/ delay the delivery of new services.

During the two days, you will identify what concrete steps you could carry out in your own company for the introduction and optimization of services. You will then be able to assess the possibilities of product servicetransformation and tackle concrete implementation steps to kick-start your service development activities so that they are in line with your customers outcomes and your capabilities.

## ***Learning Outcomes***

- Understand the importance of customer service and help it can help your firm and your customers.

- To be able to define the role of customer support for your products and how it helps improve re-buy chances.
- Be able to identify what forms of customer support are valuable to you and your customers.
- To leave with a list of quick-wins can you improve your service delivery.

### ***Who Should Attend?***

- Managers and leaders who are responsible for service delivery, service design and after sales.
- Managers and leaders in new product development and business development.

### ***Course Rates***

Early Bird Rates: 1,350 CHF. Regular Rates: 1,500 CHF

### ***Duration***

2 days

### ***Delivered By***



**Shaun West**

Shaun West has worked for over 18 years in the aftermarket for GE Energy Services (Italy), Sulzer Rotating Equipment Services (Switzerland) and RWE (UK) before moving to into his academic role in the Hochschule Luzern. In each of the roles pricing has always been an important aspect, from estimating value creation, to M&A transactions and service contracts. Today in his academic role his is bring together his industrial experience with academic rigger to

investigate and disseminate key issues associated with product-services systems primarily in an industrial setting.