

Questions

1. Define service innovation. How service innovation is different from product innovation?
2. What are the different types of innovation? Give examples for each type.
3. How service blueprint can help innovate service organization? Support your answer with an example.
4. Design a service blueprint of a bank.
5. What are the advantages of service blueprint?
6. What is the difference between degree of divergence and degree of complexity. How these concepts can help in designing service process?
7. List the services or service organization following production line approach. Explain how these companies are following production line approach to design service process.
8. Why technology is important in services?
9. What are the service operations challenges in managing technology in services?
10. How e-service provider can evaluate or quantify benefits of providing service electronically/using technology?
11. How will you assess any website of e-service as a customer?
12. How to create a successful service encounter?