



# Service Process and Innovation Sprint

## June 19-23, 2023

### Team Guide

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Center for Services  
Leadership



## Welcome

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Thank you for considering the ASU Center for Services Leadership Service Process and Innovation Sprint the week of June 19<sup>th</sup>, 2023! This guide is designed to help you organize your team for Sprint and pick a service challenge to work on during the program.

### What is the Sprint?

Sprint is an online and live interactive working session with top university faculty to address your organization's need to upgrade, fix, or design your service offerings and processes.



You will target a specific service challenge prior to the program that you will work on throughout the Sprint. You will meet with your faculty, team, and classmates live on Zoom for two hours daily, Monday through Friday. This will include meeting in fast-paced large and small group sessions to learn service design concepts and skills. Structured networking time with participants outside of your company will give you new insights into your service challenges. Your team will have scheduled sessions with our Executive Coach to provide input into your progress and help you problem solve.

**For more about Sprint including a schedule, faculty and topics, go to <http://wpcarey.asu.edu/sprint>**

## How do we Prepare for Sprint?

Below are the steps to take to get ready for the program.

- Identify your service challenge. You'll be applying what you learn to this service challenge as you move through the week. Examples and questions to ask yourself to help you decide on a service challenge are below and we highly suggest you schedule a call with our coach, Gwen Ortmeyer, to talk it through ([gwenortmeyer@gmail.com](mailto:gwenortmeyer@gmail.com)).
- Identify your team members.
- Block calendars:
  - Have your team block Monday to Friday, from 10:00 am to 12:15 pm Pacific Time on their calendars for the live sessions the week of June 19<sup>th</sup>.
  - It is a good idea to schedule a debrief/next step meeting the week after.
  - Keep in mind you'll also be meeting with the coach, Gwen Ortmeyer, a few times that week and might also want to meet with one another.
- Register for the event by June 17<sup>th</sup>. Registration is at <http://wpcarey.asu.edu/sprint>.
- Sign up for your coaching times by June 16<sup>th</sup>. The CSL will let you know when the coaching slots are open and how to sign up.
- Communicate your service challenge to Gwen by June 12<sup>st</sup>. [gwenortmeyer@gmail.com](mailto:gwenortmeyer@gmail.com). Either a short meeting or call works fine.
- Look for the Zoom link late in the week of June 5<sup>th</sup>.

## How do we Select a Service Challenge?

Here are some questions to ask yourself to identify services challenge to focus on during Sprint.

1. Which of your services offerings or processes is most problematic? Which are not delivering value to our customers and/or is messy and costly internally for your company? How can you improve the delivery of this service offering/process – both from a customer value and an internal efficiency perspective?
2. Have you identified a new service you would like to offer? How do you map out the details of the service delivery to insure a great customer experience?
3. Are you experiencing very low adoption of the digital version of an existing service offering (such as self-help and trouble tickets) across your customer base? How can you improve the conversion rates to this new digital delivery of the service (from traditional in person or phone service)?

4. Which of your existing service offerings lends itself to a transition from phone (or in person) delivery to digital delivery? What would digital delivery of that service look like?

### Sprint Service Challenge Examples

1. **Improving after sales service resolution time:** Our after-sales service is problematic, resulting in increased service resolution times and decreased customer satisfaction. Internally, we find that incorrect initial service problem identification means that either the service rep sent is not sufficiently knowledgeable to fix the problem, or does not have the appropriate tools/parts to make the repair the first time. How can we improve our systems and processes so as to reduce service resolution times and thereby improve customer satisfaction?
2. **Getting customers to adopt new technology:** Our insurance company has introduced a claim app that streamlines the claim filing and tracking process dramatically for both customers and our company. In addition, it dramatically lowers our claims management costs. However, we are finding customers to be resistant to converting from the existing process, largely managed by phone with our service representatives. How can we increase the adoption of the claim app?
3. **Improving service to the internal customer:** Our group services internal customers, specifically in the onboarding of new employees. We have two internal customers, the new employee and the department/team they have been hired into. How do we insure that we are sufficiently meeting the needs of both internal customers?
4. **Taking our core service knowledge and infrastructures and expanding that into new type of adjacent service:** Our company is currently in the food delivery business (think Grub hub). We believe there is a growth opportunity for us and our drivers in expanding to grocery delivery. How do food and grocery service requirements and processes differ and what will that mean for the implementation of this new service?

**If you have additional questions, please contact  
Alicia Holder at [alicia.holder@asu.edu](mailto:alicia.holder@asu.edu).**