

this is service design thinking

****This is Service Design Thinking: A Human-Centered Approach to Innovation****

this is service design thinking, a mindset and methodology that places people at the heart of creating meaningful and effective services. In today's fast-paced world, where customer expectations are constantly evolving, businesses and organizations need more than just innovative products—they need seamless, enjoyable, and valuable service experiences. Service design thinking offers a comprehensive framework to achieve exactly that by understanding users deeply, collaborating across disciplines, and iterating solutions that work in real life.

Whether you're a startup founder, a product manager, or part of a large enterprise, embracing this approach can transform how services are developed and delivered. Let's dive into what service design thinking really means, how it works, and why it matters now more than ever.

Understanding This Is Service Design Thinking

At its core, this is service design thinking: an iterative, human-centered process used to create or improve services by focusing on the user's journey and experience. Unlike traditional design disciplines that might focus solely on aesthetics or functionality, service design thinking digs deeper into the interactions between customers and service providers across multiple touchpoints.

The approach encourages empathy, collaboration, and experimentation. It blends tools from design, business strategy, and behavioral science to map out the entire service ecosystem and identify opportunities for improvement. By doing so, it ensures services are not only efficient but also meaningful and delightful for users.

The Principles Behind Service Design Thinking

Several key principles guide this is service design thinking approach:

- ****User-Centered:**** Always start with understanding the needs, desires, and pain points of real users.
- ****Co-Creation:**** Engage stakeholders from different backgrounds including customers, employees, and partners to generate holistic solutions.
- ****Iterative Process:**** Prototype early, test often, and refine ideas based on feedback.
- ****Holistic View:**** Consider the entire service journey, including frontstage (customer-facing) and backstage (internal processes).
- ****Evidence-Based:**** Base decisions on research, data, and real-world insights rather than assumptions.

By embedding these principles into your workflow, you can craft services that truly resonate with people and stand the test of time.

Why This Is Service Design Thinking Matters Today

In a world flooded with countless choices and increasing customer expectations, service quality often becomes the defining factor in loyalty and success. Companies like Airbnb, Uber, and Spotify have thrived not just by offering great products, but by designing exceptional service experiences that feel intuitive and responsive.

Service design thinking helps organizations break down silos and view the service from the user's perspective, leading to:

- **Better Customer Satisfaction:** Tailored experiences that solve real problems and reduce friction.
- **Increased Efficiency:** Streamlined processes that save time and reduce costs.
- **Employee Engagement:** Empowered workers who understand the bigger picture and their role in delivering value.
- **Innovation Opportunities:** New service concepts and business models that differentiate brands.

As markets become more competitive, integrating service design thinking into innovation strategies can be a game-changer.

Examples of Service Design Thinking in Action

Consider a hospital aiming to improve patient experience. By applying service design thinking, they might:

- Conduct interviews and shadow patients to uncover hidden frustrations.
- Map the patient journey to identify bottlenecks like long wait times or confusing appointment scheduling.
- Collaborate across departments—doctors, nurses, admin staff—to brainstorm solutions.
- Prototype a new digital check-in system and test it with real patients.
- Implement changes gradually, monitoring feedback and continuously improving.

This user-focused, iterative method leads to more compassionate, efficient healthcare delivery.

How to Apply This Is Service Design Thinking in Your Projects

Getting started with service design thinking doesn't require vast resources, just the right mindset and tools. Here's a practical roadmap to guide your efforts:

1. Research and Empathize

Begin by deeply understanding your users through qualitative and quantitative research. Use interviews, surveys, shadowing, and observation to gather insights about their behaviors, motivations,

and pain points.

2. Define the Problem Clearly

Synthesize your research to articulate clear problem statements or “how might we” questions that focus your team’s efforts.

3. Map the Service Journey

Visualize every step a user takes when interacting with your service. Include emotions, touchpoints, and backstage activities to get a comprehensive picture.

4. Ideate and Co-Create

Bring diverse stakeholders together for brainstorming sessions. Encourage wild ideas and explore multiple directions before narrowing down.

5. Prototype Rapidly

Create simple, low-cost prototypes of your service concepts. These could be storyboards, role plays, or clickable wireframes.

6. Test and Iterate

Gather feedback from users and stakeholders, learn what works and what doesn’t, then refine your solutions accordingly.

7. Implement and Scale

Once validated, roll out your improved service while maintaining channels for ongoing feedback and adaptation.

Tools and Techniques Commonly Used in This Is Service Design Thinking

Several tried-and-tested tools help practitioners navigate the complexities of service design thinking:

- **Customer Journey Maps:** Visual timelines showing user interactions and emotions.
- **Personas:** Fictional characters representing key user groups to keep design human-centered.
- **Service Blueprints:** Detailed diagrams that include frontstage and backstage processes.
- **Stakeholder Maps:** Charts identifying all parties involved and their relationships.
- **Prototyping Methods:** Paper sketches, digital mockups, role-playing, and pilots.
- **Workshops and Co-Creation Sessions:** Facilitated meetings encouraging collaboration and idea generation.

Using these tools effectively can accelerate innovation and reduce risks associated with launching new services.

Common Challenges and How This Is Service Design Thinking Helps Overcome Them

Designing services is inherently complex because it touches on multiple people, processes, and systems. Some typical challenges include:

- **Siloed Departments:** Teams working in isolation can cause inconsistent experiences.
- **Unclear User Needs:** Misunderstanding what customers truly want leads to wasted effort.
- **Resistance to Change:** Employees may be reluctant to adopt new ways of working.
- **Complex Systems:** Legacy processes and technology can limit flexibility.

This is where service design thinking shines. By fostering empathy and collaboration, it breaks down silos and aligns everyone around shared goals. Iterative prototyping reduces uncertainty and builds confidence. And by focusing on the user, it helps clarify priorities and drive meaningful change.

Integrating This Is Service Design Thinking Into Organizational Culture

For service design thinking to deliver sustainable impact, it needs to be embedded in everyday practices rather than treated as a one-off project. Leaders can encourage this by:

- Promoting a culture of curiosity and continuous learning.
- Investing in training teams on design thinking mindsets and tools.
- Encouraging cross-functional collaboration and open communication.
- Rewarding innovation and customer-centric behaviors.
- Using data and feedback loops to inform decisions regularly.

When organizations adopt this holistic approach, service design thinking becomes a powerful engine

for growth and resilience.

Embracing this is service design thinking is about more than just improving services; it's about reimagining how organizations relate to people—customers, employees, partners—and create value together. It invites us to step into others' shoes, challenge assumptions, and craft experiences that matter. In a world where meaningful connections are increasingly valuable, service design thinking offers a thoughtful, practical way to make those connections real.

Frequently Asked Questions

What is 'This is Service Design Thinking'?

'This is Service Design Thinking' is a comprehensive guidebook that introduces the principles, methods, and tools of service design, helping organizations create better services by focusing on user experience and systematic problem-solving.

Who are the authors of 'This is Service Design Thinking'?

'This is Service Design Thinking' is authored by Marc Stickdorn and Jakob Schneider, who are experts in the field of service design.

Why is 'This is Service Design Thinking' important for businesses?

The book provides practical frameworks and methods that help businesses understand customer needs, improve service delivery, and foster innovation, ultimately leading to enhanced customer satisfaction and competitive advantage.

What are some key tools introduced in 'This is Service Design Thinking'?

Key tools include customer journey maps, service blueprints, personas, stakeholder maps, and prototyping techniques, all aimed at visualizing and improving service experiences.

How does 'This is Service Design Thinking' differ from traditional design thinking?

While traditional design thinking often focuses on product design, 'This is Service Design Thinking' specifically targets service systems, emphasizing the design of intangible interactions and experiences across multiple touchpoints.

Can 'This is Service Design Thinking' be applied outside of the

service industry?

Yes, the principles and methods outlined in the book can be applied across various sectors including healthcare, education, government, and non-profits to improve any service-oriented process or experience.

Additional Resources

****This Is Service Design Thinking: Unlocking Customer-Centric Innovation****

this is service design thinking, a strategic approach that transcends traditional product development by emphasizing the holistic creation and improvement of services. Rooted in empathy and user-centered methodologies, service design thinking has become a pivotal framework for organizations aiming to enhance customer experiences, streamline operations, and foster innovation in a rapidly evolving digital landscape. As businesses contend with increasingly complex service ecosystems, understanding the nuanced principles of service design thinking is vital for sustaining competitive advantage and delivering meaningful value.

Understanding Service Design Thinking

Service design thinking is a multidisciplinary approach that integrates insights from design, business, and social sciences to develop services that meet users' needs effectively and delightfully. Unlike conventional design paradigms focused primarily on tangible products, this methodology prioritizes intangible interactions, touchpoints, and the overall service journey. The core objective is to create seamless experiences that align business goals with customer expectations.

At its essence, service design thinking involves mapping out the entire service process, identifying pain points, and iteratively refining all components—from front-stage customer interactions to back-end processes. This comprehensive view ensures that every element contributes cohesively to the service proposition.

Key Principles of Service Design Thinking

Several foundational principles distinguish service design thinking from other approaches:

- **User-Centeredness:** Placing the user's needs, emotions, and behaviors at the forefront of design decisions.
- **Co-Creation:** Engaging stakeholders, including customers, employees, and partners, to collaboratively generate ideas and solutions.
- **Iterative Process:** Utilizing prototyping, testing, and feedback loops to refine services continuously.

- **Holistic Perspective:** Considering all service touchpoints and channels to deliver consistent experiences.
- **Evidence-Based Design:** Leveraging qualitative and quantitative data to inform design choices.

These principles are instrumental in distinguishing exemplary service design thinking from traditional service management or process optimization.

How Service Design Thinking Drives Innovation

In today's customer-driven market, innovation is not limited to product features but extends deeply into service delivery and user engagement. Service design thinking encourages organizations to reimagine services from the ground up, focusing on unmet user needs and latent opportunities.

By employing methodologies such as journey mapping and service blueprinting, companies can visualize the end-to-end user experience and uncover friction points that traditional analysis might overlook. For instance, a digital banking service might identify cumbersome authentication processes or inconsistent customer support as barriers to satisfaction. Addressing these through service design thinking can yield transformative improvements.

Furthermore, service design thinking supports cross-functional collaboration, breaking down silos between departments such as marketing, operations, and IT. This fosters a culture of innovation where diverse perspectives contribute to holistic service enhancements.

Comparing Service Design Thinking to Other Design Approaches

While service design thinking shares similarities with user experience (UX) design and design thinking, it has distinct characteristics:

- **User Experience (UX) Design:** Primarily concerned with digital interfaces and usability, UX design focuses on optimizing a user's interaction with a product or platform. Service design thinking, conversely, encompasses broader service ecosystems, including offline and back-office elements.
- **Traditional Design Thinking:** Emphasizes problem-solving through ideation and prototyping but may concentrate more on products. Service design thinking extends this philosophy to entire service models and operational structures.

Understanding these differences is crucial for organizations selecting the most appropriate methodology to tackle complex service challenges.

Implementing Service Design Thinking in Organizations

Adopting service design thinking requires structural and cultural shifts within organizations. It is not a one-off project but a mindset that permeates processes and decision-making.

Steps to Embed Service Design Thinking

1. **Research and Empathy Building:** Conduct in-depth user research through interviews, observations, and surveys to gain insights into customer experiences and expectations.
2. **Journey Mapping:** Visualize the complete customer journey, highlighting touchpoints, emotions, and pain points.
3. **Co-Creation Workshops:** Facilitate collaborative sessions involving stakeholders to brainstorm and prototype solutions.
4. **Service Blueprinting:** Develop detailed diagrams that map front-stage interactions and back-end processes, ensuring alignment across departments.
5. **Iterative Testing:** Pilot new service concepts, gather feedback, and refine continuously based on real-world data.
6. **Scaling and Integration:** Incorporate successful prototypes into mainstream operations and embed service design principles into organizational culture.

This structured approach helps mitigate risks, improve stakeholder buy-in, and increase the likelihood of delivering impactful services.

Challenges in Adopting Service Design Thinking

While service design thinking offers considerable benefits, organizations often face obstacles such as:

- **Resistance to Change:** Employees and leadership may be hesitant to abandon established processes or hierarchies.
- **Complexity of Service Systems:** Mapping and redesigning multifaceted service ecosystems can be resource-intensive.
- **Measurement Difficulties:** Quantifying the impact of service design improvements on business outcomes requires sophisticated metrics.
- **Cross-Departmental Coordination:** Ensuring effective collaboration across diverse teams can be challenging.

Addressing these challenges often involves continuous education, executive sponsorship, and incremental implementation strategies.

The Role of Technology in Service Design Thinking

Digital transformation has amplified the relevance of service design thinking by introducing new service channels, automation opportunities, and data analytics capabilities. Technologies such as artificial intelligence, chatbots, and IoT devices expand the scope and complexity of services.

Integrating these technologies requires careful consideration of how they affect user interactions and backend processes. Service design thinking provides the framework to evaluate technological adoption from a human-centered perspective, ensuring innovations enhance rather than hinder the user experience.

For example, deploying AI-powered customer service should be designed to complement human agents, reduce wait times, and personalize interactions. Without a service design thinking approach, such implementations risk alienating customers or creating fragmented experiences.

Case Studies Illustrating Service Design Thinking

Leading organizations across industries have successfully leveraged service design thinking:

- **Healthcare:** A hospital system redesigned patient intake and discharge processes, reducing wait times by 30% and improving patient satisfaction scores significantly.
- **Financial Services:** A bank utilized journey mapping and co-creation to develop a seamless mobile banking service, resulting in a 25% increase in digital adoption.
- **Retail:** An e-commerce retailer optimized its multi-channel customer support by integrating service blueprints, leading to a 40% decrease in complaint resolution time.

These examples underscore the practical impact of adopting a service design thinking mindset in diverse contexts.

This is service design thinking—an evolving discipline that merges creativity, analytical rigor, and empathy to design services that resonate with users and drive business success. As markets become more service-oriented and customer expectations rise, mastering this approach is essential for organizations striving to innovate and differentiate themselves in an increasingly competitive landscape.

[This Is Service Design Thinking](#)

this is service design thinking: *This is Service Design Thinking* Marc Stickdorn, Jakob Schneider, 2012-01-11 How to design and market services to create outstanding customer experiences Service design thinking is the designing and marketing of services that improve the customer experience, and the interactions between the service providers and the customers. If you have two coffee shops right next to each other, and each sell the exact same coffee at the exact same price, service design is what makes you walk into one and not the other. Maybe one plays music and the other doesn't. Maybe one takes credit cards and the other is cash only. Maybe you like the layout of one over the other, or one has more comfortable seating. Maybe the staff at one is friendlier, or draws fun shapes on the top of their lattes. All of these nuances relate to service design. This Is Service Design Thinking combines the knowledge of twenty-three international authors and even more online contributors from the global service design community and is divided into three sections: Basics: outlines service design thinking along five basic principles Tools: describing a variety of tools and methods used in Service Design Thinking Cases: vivid examples for the introduced fundamentals with real-life case studies from 5 companies that did inspiring projects within the field of Service Design At the end, a one-page Customer Journey Canvas is included, which can be used to quickly sketch any service on a single sheet of paper—capturing different stakeholder concerns: e.g. customers, front-line staff and management.

this is service design thinking: This Is Service Design Doing Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence, Jakob Schneider, 2018-01-02 How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

this is service design thinking: This is Service Design Thinking Marc Stickdorn, Jakob Schneider, 2012 This book, assembled to describe and illustrate the emerging field of service design, was brought together using exactly the same co-creative and user-centred approaches you can read and learn about inside. The boundaries between products and services are blurring and it is time for a different way of thinking: this is service design thinking. A set of 23 international authors and even more online contributors from the global service design community invested their knowledge, experience and passion together to create this book. It introduces service design thinking in manner accessible to beginners and students, it broadens the knowledge and can act as a resource for experienced design professionals.

this is service design thinking: This Is Service Design Doing Marc Stickdorn, Markus Edgar Hormess, Adam Lawrence, Jakob Schneider, 2018-01-02 How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

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this is service design thinking: The Principles and Processes of Interactive Design Jamie Steane, 2023-10-19 This much anticipated second edition of The Principles and Processes of Interactive Design is aimed at new designers and creatives from across the design and media disciplines who want to learn the fundamentals of designing for user experience and user interface (UX/UI) projects. The blurring of boundaries between disciplines is leading to a new breed of hybrid designers and creative practitioners who are fusing different discipline perspectives, principles and processes to support their new practices. It is these shared principles and processes that this book explores, including: - The fundamentals of design research and UX development - Classic visual design topics such as colour, image, layout and typography - Essential media-specific topics such as working with data, interactivity, motion and sound - Important guidance on how to present your work For this new editions there are brand new chapters on Motion and Sound (including storyboarding, sonic interaction and UX storytelling), Data (including data as a material, AI and anticipatory design) and Interactivity (including accessibility, gesture control and voice UI). With over 150 inspirational examples from a diverse range of leading international creatives and award-winning agencies, this is a must-have guide for budding designers. In addition, industry perspectives from key design professionals provide fascinating insights into this exciting creative field. Each chapter concludes with a workshop tutorial to help you put what you've learnt into practice.

this is service design thinking: ISCONTOUR 2015 - Tourism Research Perspectives Roman Egger, Christian Maurer, 2015-04-16 Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research (ISCONTOUR) is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, wich is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg

University of Applied Sciences, will take place alternatively at the locations Salzburg and Krems. The conference research chairs are Prof. (FH) Dr. Roman Egger (Salzburg University of Applied Sciences) and Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems). The target audience include international students (also PhDs), graduates, teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas. Issues to be covered at the conference include the following areas within a tourism context: Marketing & Management Tourism Product Development & Sustainability Information and Communication Technologies

this is service design thinking: Digitale Transformation von Dienstleistungen im Gesundheitswesen II Mario A. Pfannstiel, Patrick Da-Cruz, Harald Mehlich, 2016-12-12 Der vorliegende Sammelband setzt den Schwerpunkt auf die digitale Transformation von Dienstleistungen im stationären Versorgungsbereich. Es wird das Spannungsfeld der Digitalisierung zwischen wachsenden Möglichkeiten und neuen Nutzenanwendungen auf der einen Seite und den Risiken und Herausforderungen auf der anderen Seite aufgezeigt. Aktuelle Themen werden von renommierten Autoren bearbeitet und zusammengefasst. Sowohl für Praktiker als auch für Wissenschaftler sind die einzelnen Beiträge daher von besonderem Interesse.

this is service design thinking: Digitale Dienstleistungsinnovationen Volker Stich, Jan Hendrik Schumann, Daniel Beverungen, Gerhard Gudergan, Philipp Jussen, 2019-08-27 Dieser Herausgeberband stellt Grundlagen und unternehmensspezifische Anwendungsbeispiele digitaler Dienstleistungsinnovationen vor, die in 23 Verbundforschungsprojekten der BMBF-Förderlinie "Dienstleistungsinnovation durch Digitalisierung" entwickelt worden sind. Zunächst werden neue Methoden für die Entwicklung digitaler, datenbasierter Dienstleistungen vermittelt und anhand von Umsetzungsbeispielen veranschaulicht. Dabei wird beispielsweise der Vergleich von klassischen Methoden des Service Engineerings mit neuen agilen Vorgehensweisen gezogen. Darauf aufbauend werden Potenziale digitaler und virtualisierter Dienstleistungsprozesse aufgezeigt. Darüber hinaus wird die unternehmensinterne Transformation durch digitale Dienstleistungen untersucht, indem übergeordnete Muster der Veränderungen betrachtet und Leitlinien für die erfolgreiche Transformation ausgearbeitet werden. Schließlich werden Veränderungen im Markt durch das zunehmende Angebot von digitalen Dienstleistungen beleuchtet und strategische Erfolgsfaktoren für die Digitalisierung der Kundenschnittstelle in Dienstleistungssystemen herausgearbeitet. Der Herausgeberband vermittelt Fachexperten und Entscheidungsträgern in Unternehmen somit neuestes Methodenwissen, erfolgreiche Anwendungsbeispiele sowie einen klaren Navigationsrahmen für die Einführung und das Management innovativer, digitaler Dienstleistungen.

this is service design thinking: An Introduction to Service Design Lara Penin, 2018-05-17 A comprehensive introduction to designing services according to the needs of the customer or participants, this book addresses a new and emerging field of design and the disciplines that feed and result from it. Despite its intrinsic multidisciplinary, service design is a new specialization of design in its own right. Responding to the challenges of and providing holistic, creative and innovative solutions to increasingly complex contemporary societies, service design now represents an integrative and advanced culture of design. All over the world new design studios are defining their practice as service design while long established design and innovation consultancies are increasingly embracing service design as a key capacity within their offering. Divided into two parts to allow for specific reader requirements, Service Design starts by focusing on main service design concepts and critical aspects. Part II offers a methodological overview and practical tools for the service design learner, and highlights fundamental capacities the service design student must master. Combined with a number of interviews and case studies from leading service designers, this is a comprehensive, informative exploration of this exciting new area of design.

this is service design thinking: Methods for Development Work Teemu Moilanen, Katri Ojasalo, Jarmo Ritalahti, 2022-06-21 The purpose of this book is to give students and those already in working life new impetus to carry out various practical development projects. The extensive methodological package compiled in the book helps the reader to understand the entity of

development work and the many possibilities associated with it. The book provides a comprehensive overview of the approaches, processes, and methods that can be used in development work. In addition to traditional research and development methods, the book introduces design thinking, the production of innovations and the prediction of the future, and the numerous methods associated with them. The book offers concrete tools for agile organizational renewal and perspectives on the use of virtual environments in development work. The purpose is to encourage all developers to make their own reasonable solutions. The book is suitable for all courses in which project or development work is done, and especially for courses in research and development methods and to support the completion of a thesis. It is a textbook that lasts from the beginning of studies to working life. The work is intended mainly for universities, universities of applied sciences, polytechnics and other colleges, but it is also well suited for use by companies and other organizations.

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this is service design thinking: The Handbook of Interior Architecture and Design Graeme Brooker, Lois Weinthal, 2013-10-24 The Handbook of Interior Architecture and Design offers a compelling collection of original essays that seek to examine the shifting role of interior architecture and interior design, and their importance and meaning within the contemporary world. Interior architecture and interior design are disciplines that span a complexity of ideas, ranging from human behaviour and anthropology to history and the technology of the future. Approaches to designing the interior are in a constant state of flux, reflecting and adapting to the changing systems of history, culture and politics. It is this process that allows interior design to be used as evidence for identifying patterns of consumption, gender, identity and social issues. The Handbook of Interior Architecture and Design provides a pioneering overview of the ideas and arrangements within the two disciplines that make them such important platforms from which to study the way humans interact with the space around them. Covering a wide range of thought and research, the book

enables the reader to investigate fully the changing face of interior architecture and interior design, while offering questions about their future trajectory.

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this is service design thinking: Serviceology for Services Takeshi Takenaka, Spring Han, Chieko Minami, 2020-02-19 This book constitutes the refereed proceedings of the 7th International Conference on Serviceology for Services, held in Osaka, Japan, in March 2020. The 16 full papers and 3 short papers presented in this volume were carefully reviewed and selected from 58 submissions. The papers are organized around the following topics: hospitality management; service innovation and employee engagement; service marketing and consumer behavior; customer experience and service design; service engineering and implementation.

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