Scenario based Service-Engineering

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Abstract

Industrial product service systems, i.e. concerted combinations of product and service, gain momentum in competition because of converging quality levels as regards product quality. Hence, product quality becomes more and more ineligible as differentiator. The presented approach depicts a decidedly pattern of action for a scenario based service-engineering that aims for the development of industrial product service systems outside the “red ocean” of competition. The core elements of the presented approach are service scenarios that can reflect all future developments as regards the surroundings to service. For this, a success factor analysis as regards today’s service situation, a trend scouting for the areas of business model and service technology innovations as well and a detailed failure analysis constitute the first step. In the second step, the service scenarios serve for strategy development and advisory support of the product development. The latter two steps, i.e. steps three and four, can also be supported by scenario technique: Strategy scenarios describe consistent future patterns of action, whereas product scenarios allow thinking ahead prospective, innovative and notably alternative industrial product service systems. In all steps, the created ideas can be safeguarded by a lead customer questioning. A concrete example will be given.