

Customer Value Evaluation Method for Service (Prof. T. Arai and Prof. Y. Shimomura (Tokyo Metropolitan Univ.))

In recent years, manufacturing companies needs to be changed to sell not only their products but also products with service. Therefore, added to current evaluation methods of Engineering, we need a new method to evaluate customers' value created by a service. In this laboratory, we propose the method for service designers to evaluate customer satisfaction. In the process of making this method, we made a model of customers' evaluation processes, for example, how a customer recognizes service value and decides to receive a service. This method allows service designers to determine realization structures of services optimally when they create new services or modify current services.

In Service Engineering, functions of a service are described in the framework called “the parameter model.”(Fig.1.) In the parameter model, functions are described as parameters called “Function Parameter (FP)” and these have a tree structure and the root of this structure represents the service receiver’s state parameter called “Receiver State Parameter (RSP)”. A FP has a concrete attribute value which represents the property of the function such as “20 minutes, for delivering Pizza”. RSP is, in the other words, requirement of the service receiver. This structure means the service receiver’s satisfaction comes up with change of RSPs occurred by functions of the service. Therefore, the value of RSPs is very difficult to know for the service designer, although the value of FPs is easy to know.

Consequently, we supposed there were functional relations between the service receiver’s satisfaction and each FPs which constructs the service, and defined these relations as “Satisfaction – Attribute Value Function (S-AV Function)” (Fig. 2). By the way, we proposed a method to find S-AV functions approximately using “logistics function.” This method allows obtaining S-AV functions settling a few parameters.

Keywords: Service Design, Service Engineering, Customer Satisfaction

References

- 1) Y. Shimomura and T. Tomiyama: Service Modeling for Service Engineering. In Proceedings of The 5th International Conference on Design of Information Infrastructure Systems for Manufacturing 2002 -DIISM2002-, pp. 309-316, Osaka University, Japan, 2002.

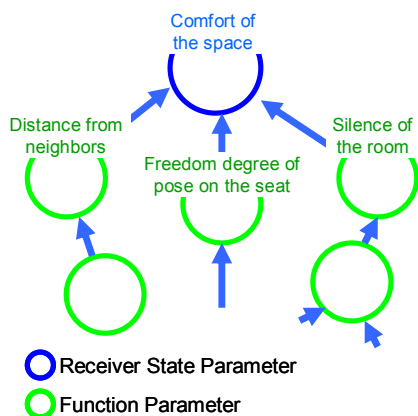


Fig. 1 A Parameter Representation of Service

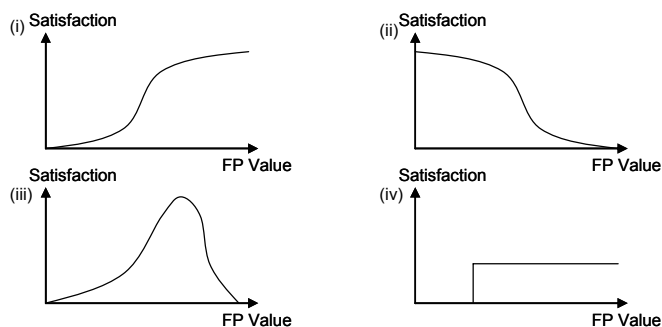


Fig. 2 Examples of S-AV Function