



Service Economics

Hilbrand Rustema, Managing Director
Las Vegas, 25th October 2012

About Noventum

Our **vision** is that the Service Business leads the way to abundant AND sustainable growth and prosperity.

Our **mission** is to unlock the unlimited potential of Service Business in organisations. We do this by offering a proven 'Service Business Model', a 'Transformation Roadmap' and 'Best Practices'.



What we do

We re-ignite the company's capacity to create value. We do this by leveraging the company's strengths to design and deploy new service propositions and sales and delivery models which in turn enhance customer brand experience. We offer:



Consulting



Training



Solutions



**Private
Equity**



Research

We offer

Pragmatic expertise



- 75 service specialists
- Proven methodologies
- Industry standards
- Best practices

Innovation



- Thought-leadership through research
- Co-creation with our clients

Our network



- Client community
- Academic community
- World wide coverage

A global track record

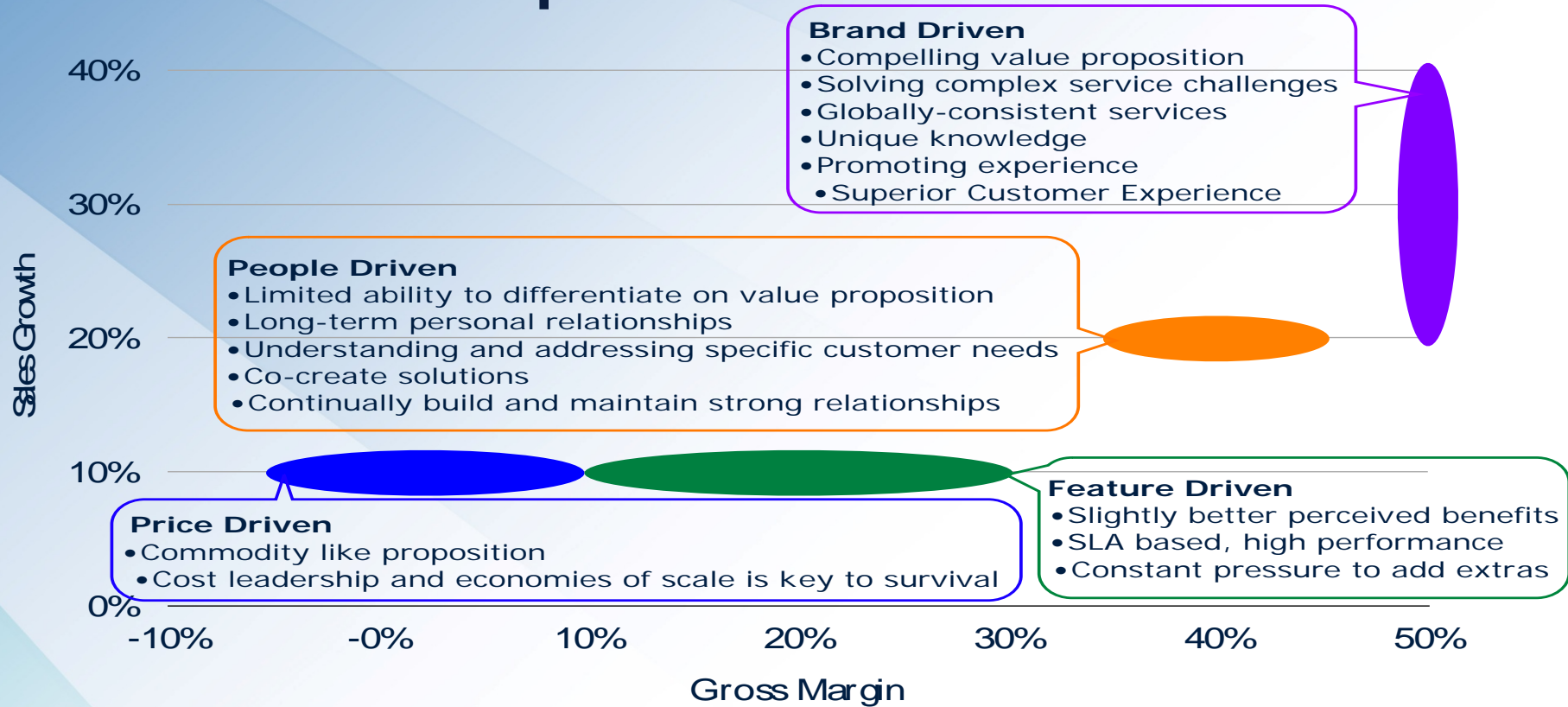
200 successful projects, several industries, 9 Fortune 500 companies



Service Business



The most successful service strategies are Brand and People Driven

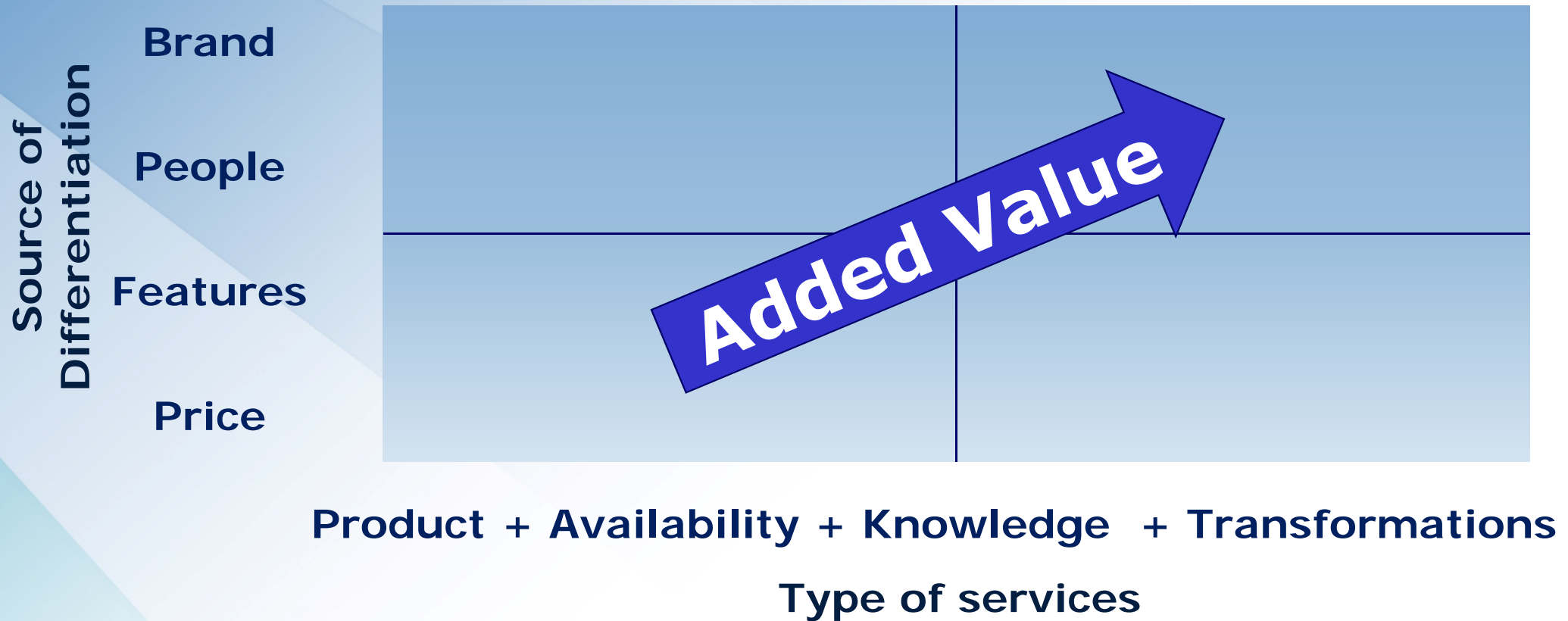


Driven by  Price  Feature  People  Brand

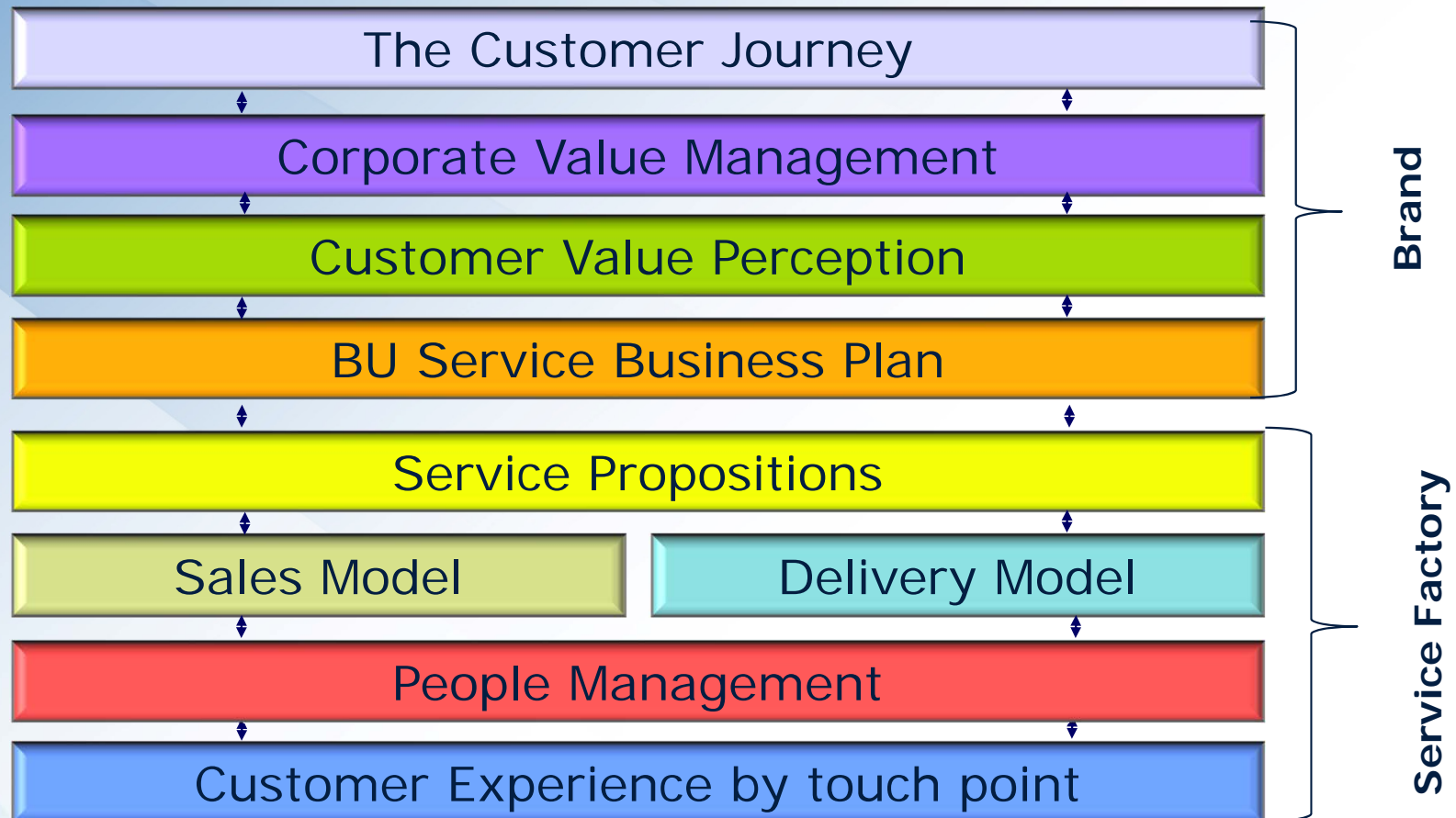
Relational brand values are the differentiators



How is value created with services?



The Service Business model



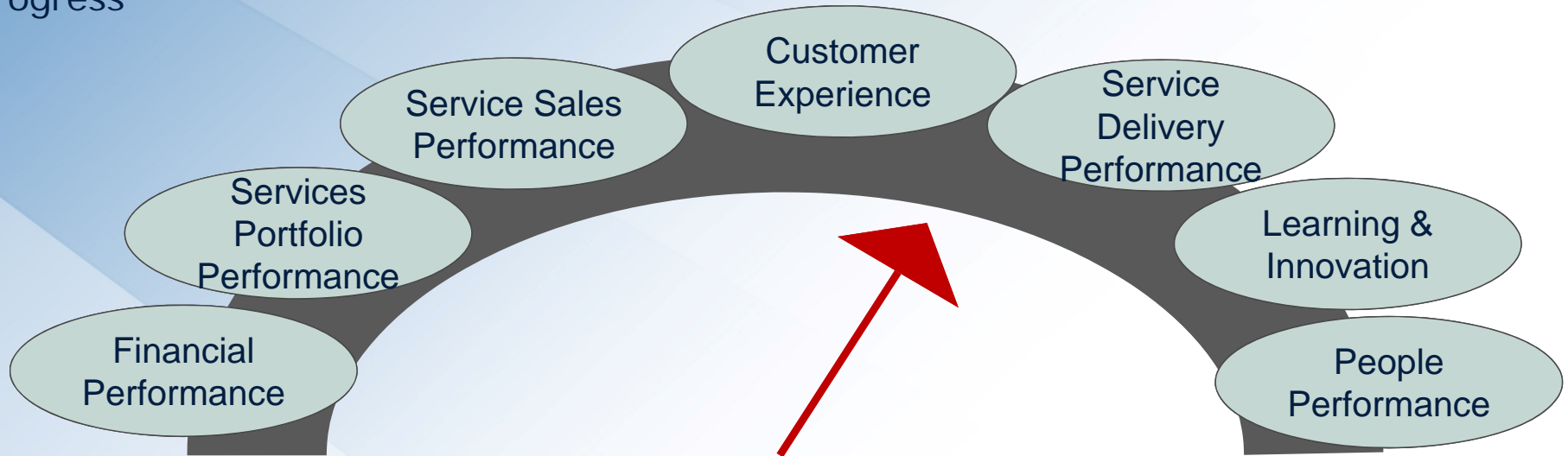
Outside-In

The Customer Journey



Company Value Management

Corporate value management describes how the company will add value and measure its progress



Expected outcome:


Strategic Objectives	Company Vision & Mission	Service Strategy	Financial Objectives	Process Quality	Learning & Growth	Customers & Employees
Company Value Management						



and then I said he had probably broken it himself, after all,

00:03



A man with white hair and glasses, wearing a light-colored striped short-sleeved shirt, stands in a kitchen. He is looking towards the right. In front of him is a stainless steel double sink with a modern, curved faucet. Above the sink, a red and white striped towel hangs from a rack. To the left, various kitchen utensils are hanging on a rack. The background shows a window and more kitchen fixtures.

Well...for the best quality coffee, you'd better use fresh water each time.

CUSTOMER VALUE PERCEPTION

NEURONS

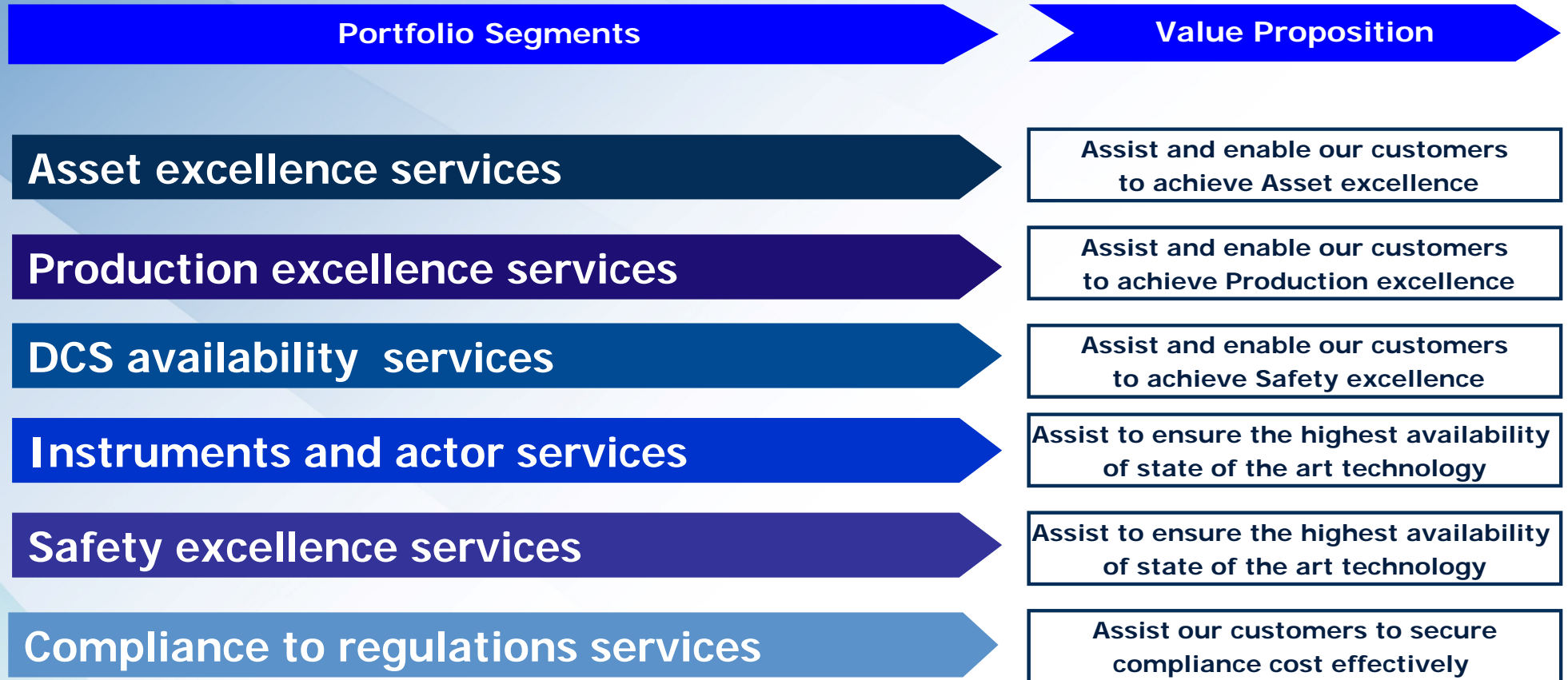
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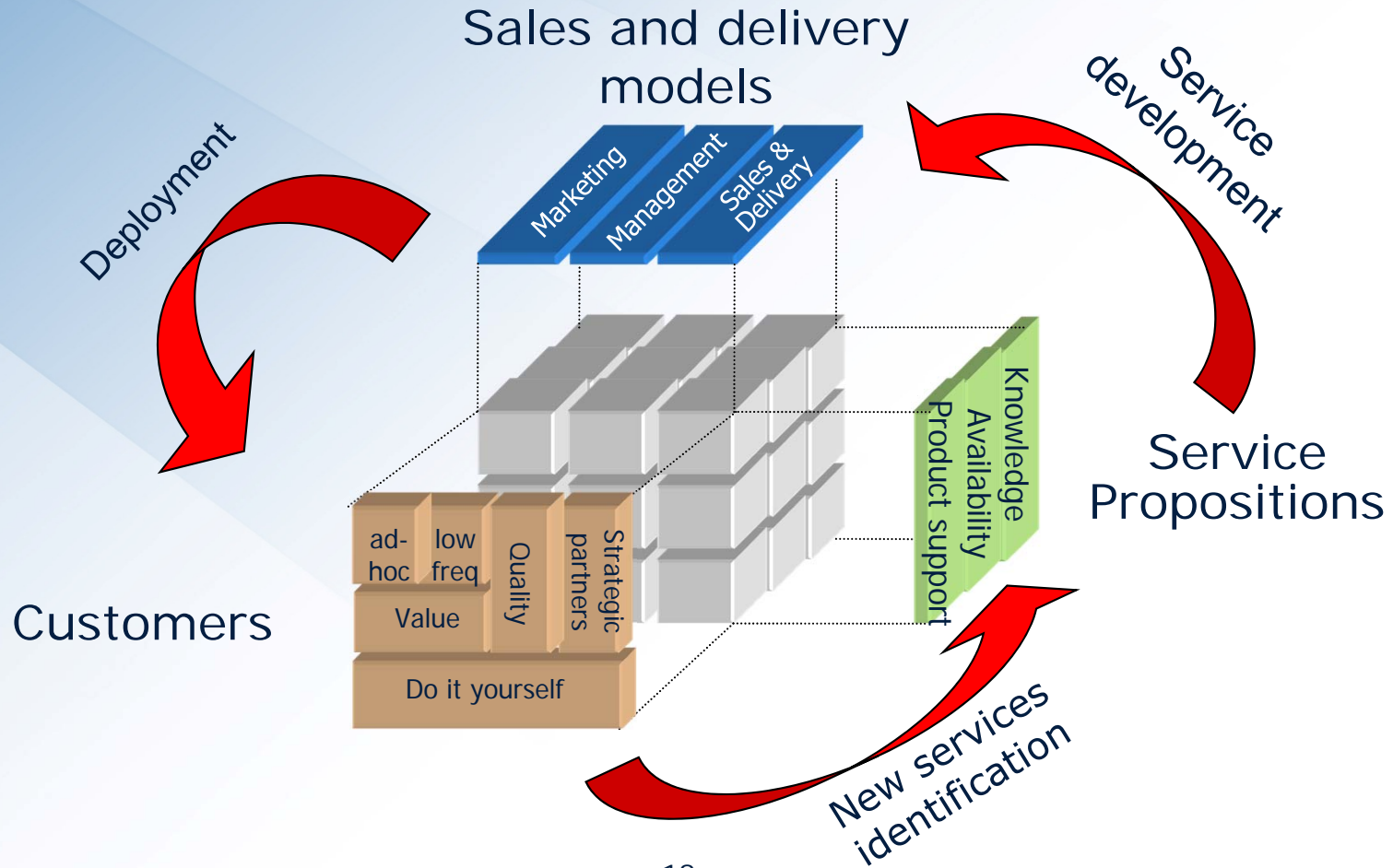
Organise around customers and markets



Example: Service portfolio clearly showing customer value and buying objective in process automation



The Service Factory: Industrialization of services



Build or reconfigure your own service factory with Lego!

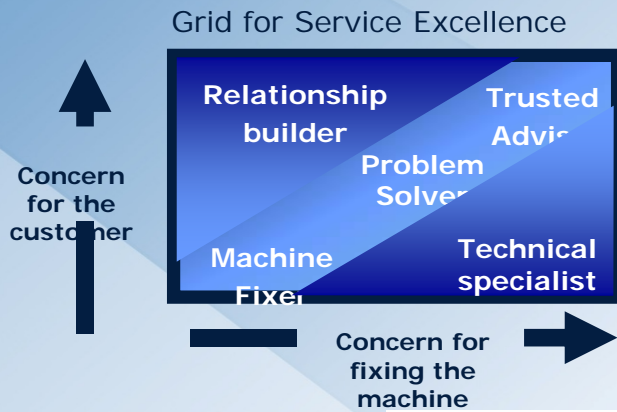


People Management

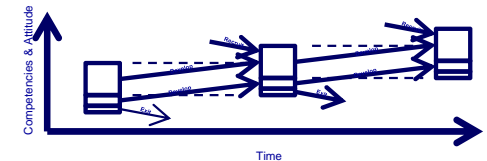


People Management

Implement all management practices for inspiring and engaging people



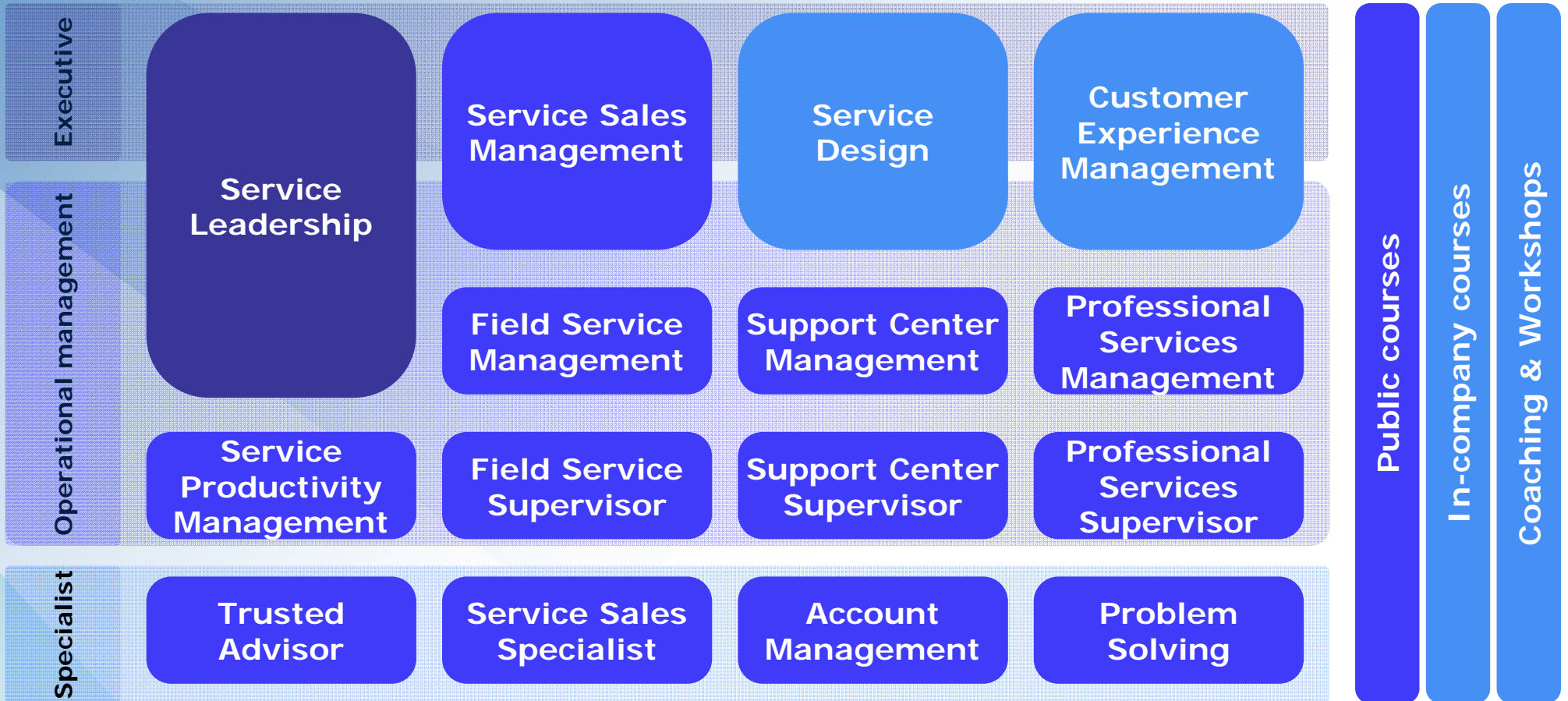
Rule #6



Expected outcome:

Competency profiles	People Engagement	People Development	Leadership Development	Resource Management
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People Development is required at all levels



Customer Experience Management



*Remember:
“In services,
the added value
is in the
experience,
not only in
the result...”*

Conclusions

- There is no limit to growth with services!
- Follow a brand driven service strategy
- Develop a service business model
- Plan and manage the service transformation
- Start the journey now!



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