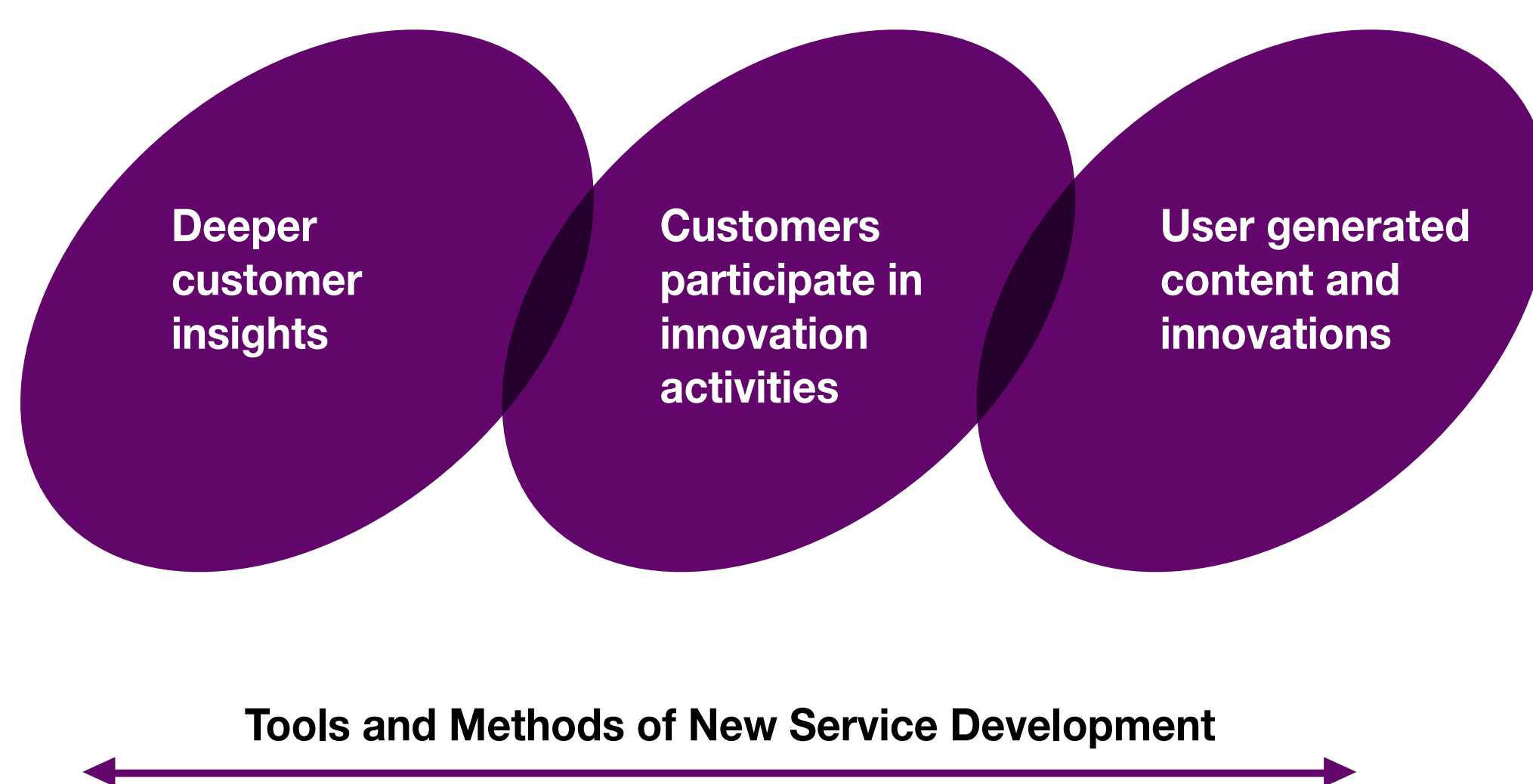


CEOS - CUSTOMER EXCELLENCE ON SERVICES R&D

CEOS research project focuses on customer needs driven service development. Effective use of market information and interaction with customers and users are seen as key elements in successful new service development.

Objectives

- Structure knowledge on the variety of roles customers and end-users can have and methods of integrating customer input in new service development.
- Identify and develop analytical tools for improving the use of customer potential in various types of innovation situations.
- Examine and develop ways of managing R&D in services so that it will systematically utilise different types of customer information and interaction.



Working methods & data

Literature analysis first structures the rapidly growing literature on customer and user roles in product/service innovation literature. The idea is to provide analytical frameworks for fully making use of existing and most recent knowledge in various types of service innovation situations.

Empirical data collection includes in-depth case studies within the partner businesses in Finland, benchmarking case studies in cooperation with overseas universities and research institutes, and a telephone survey in Finland.

Partners

In Finland: Businesses in the following (7) sectors: industrial services, financing, medical services, renewable energy, retail, tourism, and textiles.

Overseas: MIT (US), University of Alcala (Spain), Fraunhofer IAO (Germany), and University of Leipzig.

Duration

06/2008 – 09/2010

Organisation

- Lappeenranta University of Technology
- SC-Research

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