

MANAGING
THE CHANGE
FOR BETTER TOMORROW



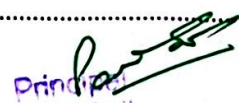
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CHAPTER 5

VALUE CREATION THROUGH FUTURE SERVICE TECHNOLOGIES

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Abstract

Purpose – The purpose of this paper is to propose a framework for understanding, predicting and analyzing how future service technologies can lead to value co-creation at different stages of a value chain.

Design/methodology/approach – For organizations, future service technologies are growing in importance and will become a crucial means to survival. It is clear that future service technologies will increase the opportunity to reduce costs and create efficiency, but it is not equally clear how future service technologies enable value creation for customers and users. On this premise, the study proposes a conceptual framework.

Findings – The framework illustrates how future service technologies can lead to value creation for customers. The paper also portrays opportunities and potential pitfalls with future service technologies for organizations.

Originality/value – Several researchers are focusing on innovative technologies. Many business companies are talking about how to implement them and increase their profit. However, less attention is devoted to the ways in which future service technologies will lead to benefits and the experience of service for customers and users using them. This paper represents an original attempt to illustrate that.

Keywords: *Customer value, Innovation, Service co-creation, Service dominant logic (SDL)*

Introduction

The standpoint for the commentary to this special issue is how customer and user value can potentially be improved by future service technologies. The commentary proposes the key message that future service technologies is not so much about the technology itself as it is