



Keynote Speech

TRIZ Approach to Services

Speaker Name:

Simon Litvin, President of GEN TRIZ, LLC



Speaker Biography:

Dr. Simon Litvin is one of the world's foremost experts on innovation methodology, including TRIZ, Value Engineering, Six Sigma, etc. He has more than 45 years of experience developing, teaching, and implementing innovative methods. He is one of the architects of advanced TRIZ methodology - GEN TRIZ. Dr. Litvin is a direct student and colleague of TRIZ originator Genrich Altshuller. Dr. Litvin is the main author of modern Function Analysis, Trimming, Feature Transfer, Cause-Effect Chain Analysis, Function-Oriented Search, and Main Parameters of Value Discovery.

Dr. Litvin is the founder and President of GEN TRIZ, LLC. He led numerous international consulting projects for Fortune 500 companies such as Alcoa, British American Tobacco, Clorox, Colgate-Palmolive, General Electric, Intel, Kimberly-Clark, Mars, Novartis, Pepsi, Owens-Illinois, P&G, Siemens, Tyco, and Unilever. Dr. Litvin has over 110 publications to his credit, including 8 books and more than 30 patents. Dr. Litvin is a Vice President of International TRIZ Association (MATRIZ Official) and Chairman of TRIZ Master Certification Council.

Abstract/Outline

The majority of companies nowadays provide services rather than products or technologies. Typical services areas are banking and financial, health care (hospitals and other medical institutions), insurance, trade (shops, trade markets, etc.), hospitality (hotels, spa, resorts, etc.), entertainment (theaters, concerts, sporting events, etc.), maintenance, transportation, storage, communication, education, etc.

Service innovation is about changing how customers are served to create value for customers and the service provider. There are four dimensions of service innovation: (1) service concept, (2) client interface, (3) service delivery system, and (4) technological options.

Modern TRIZ methodology considers services as processes that consist of operations. It allows applying to services the majority of TRIZ analytical tools (MPV Discovery, Function Analysis, Flow Analysis, Cause-Effect Chain Analysis, Trimming, and others) and problem solving tools (resolving contradictions, Function-Oriented Search, etc.). Like in engineering systems, there are different types of functions in services – Productive, Providing, and Corrective. Correspondingly, different rules of Trimming are applicable to different service operations.

However, there are significant differences between product and service innovation. Innovations in products usually aim to enhance usability, efficiency, or the overall value proposition for the user. In service innovation, customer interaction with services is more dynamic and involves experiences, communication, and the delivery process.

Modern TRIZ tools allow addressing major challenges in services – insufficient quality, excessive cost, incompleteness, and inability to identify unsatisfied market needs.

The presentation will be furnished with several case studies.