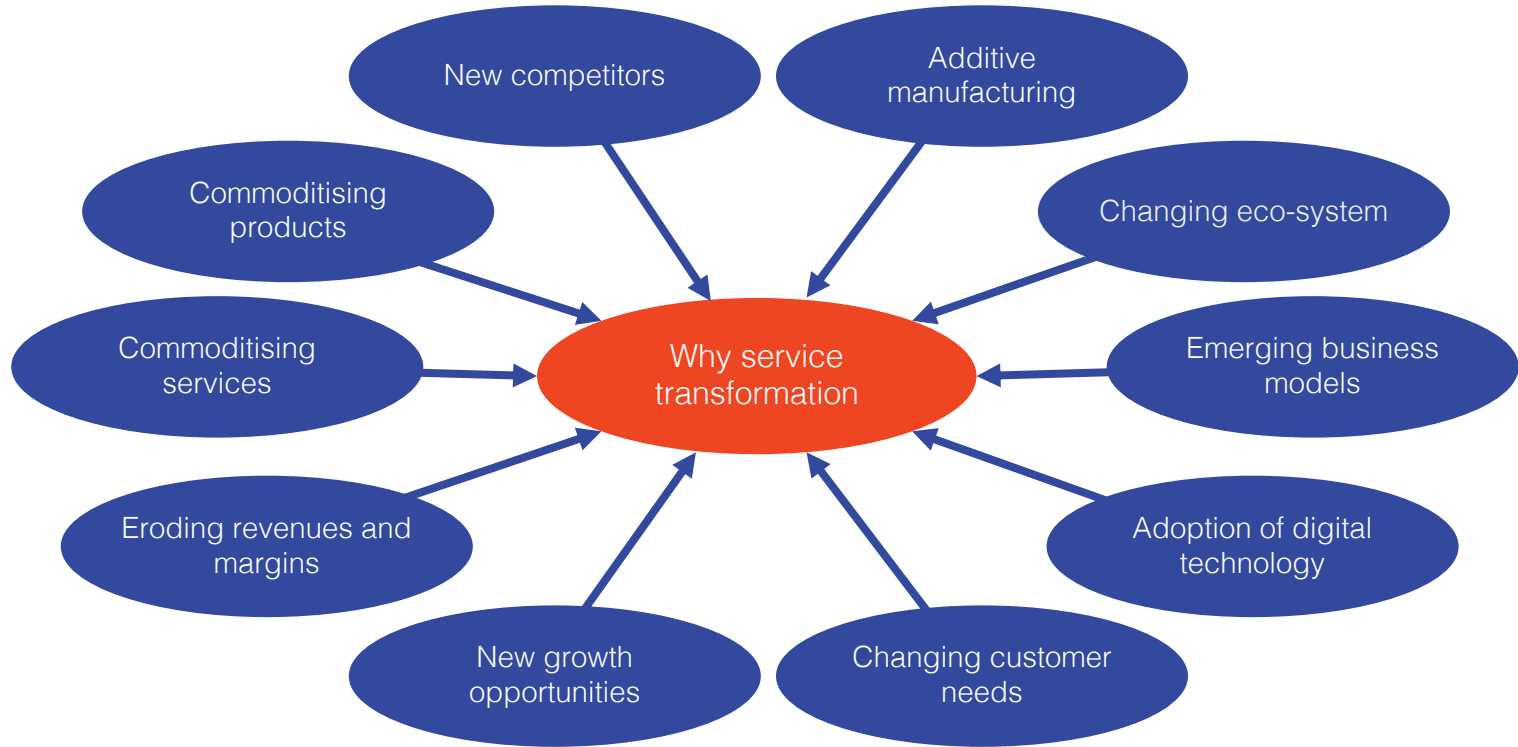
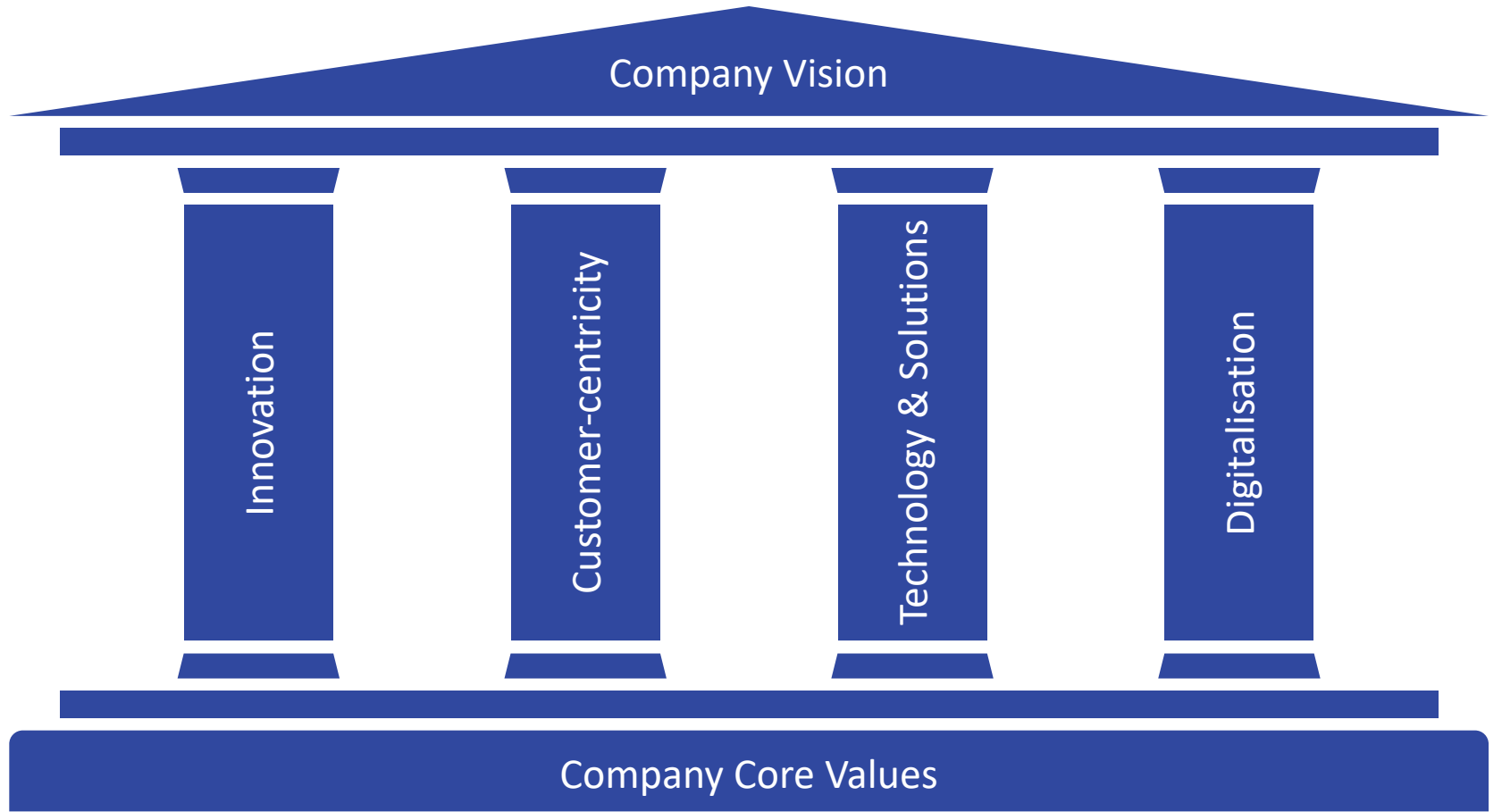


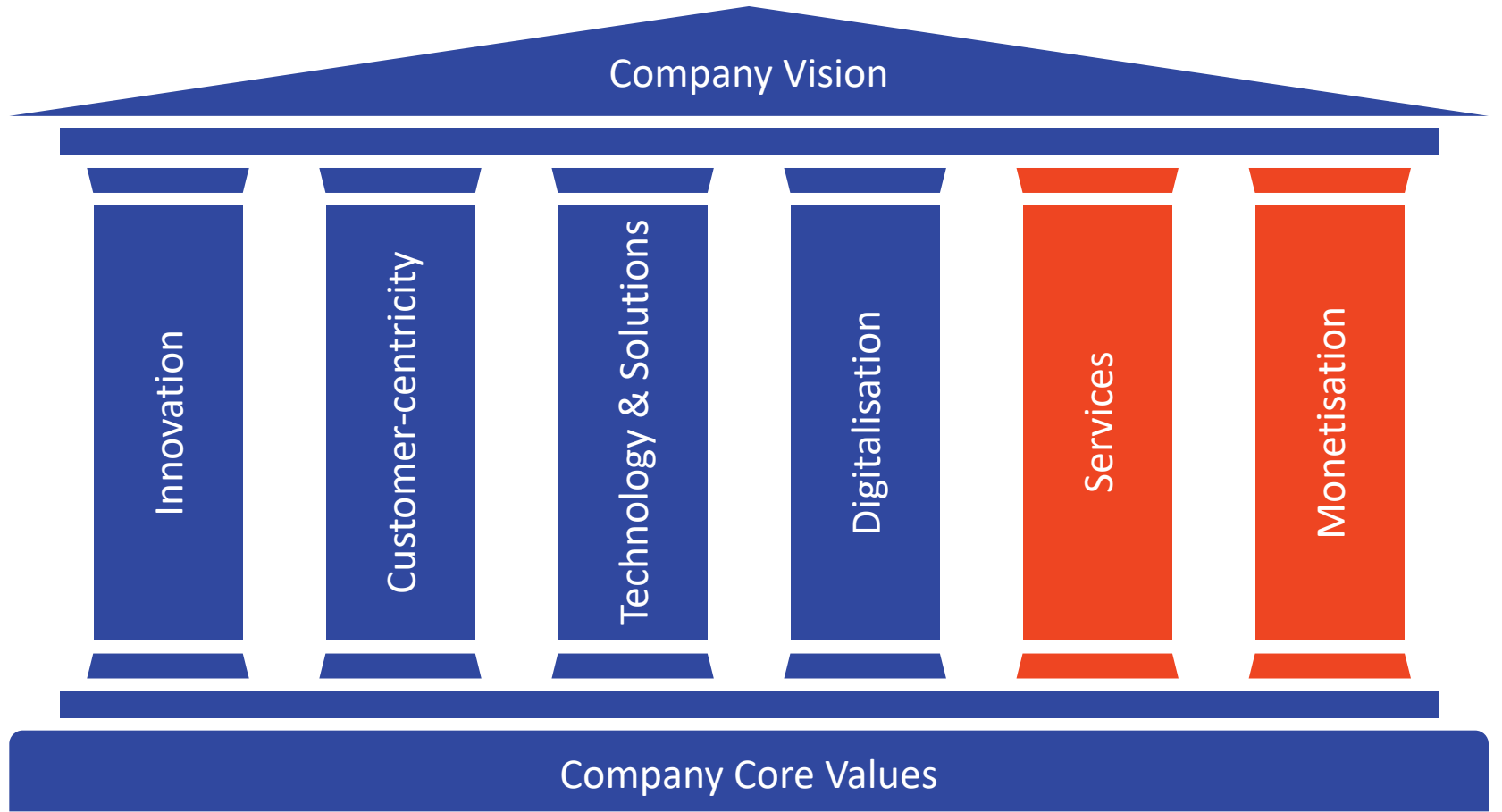
How to launch new services successfully

Executive Service Roundtable – 2023

High stakes for service (opportunities)







Launching and growing new service offerings can be a bumpy road

Do we have a desirable offering?

Do customers recognise and prioritise the problem/opportunity?

Do customers see the offering as a good solution?

Is it a viable offering?

Is the addressable market large enough?

Are customers willing to pay for it?

Will it help differentiating from competition?

Can we deliver it?

Do we have the capabilities and skills?

Do we have the capacity?

Are all teams & departments aligned?

Can we promote and sell it?

Do we have compelling marketing collateral?

Do the sales teams have the knowledge & insights?

Do the sales teams have the selling skills?

Are incentive schemes aligned?

This raises the questions

How to have the right focus in different phases?

How to operationalise new services?

How to commercialise new services?

moreMomentum Service Community

We empower service leadership and innovation teams with vital knowledge, insights and information they need to accelerate their service transformation and growth.

As community, we develop, share and apply emerging models, practices and strategies about service business and business innovation.

Activities are:

- Community meetings and events
- Service Transformation Benchmark
- Service Academy
- Service Transformation Summits



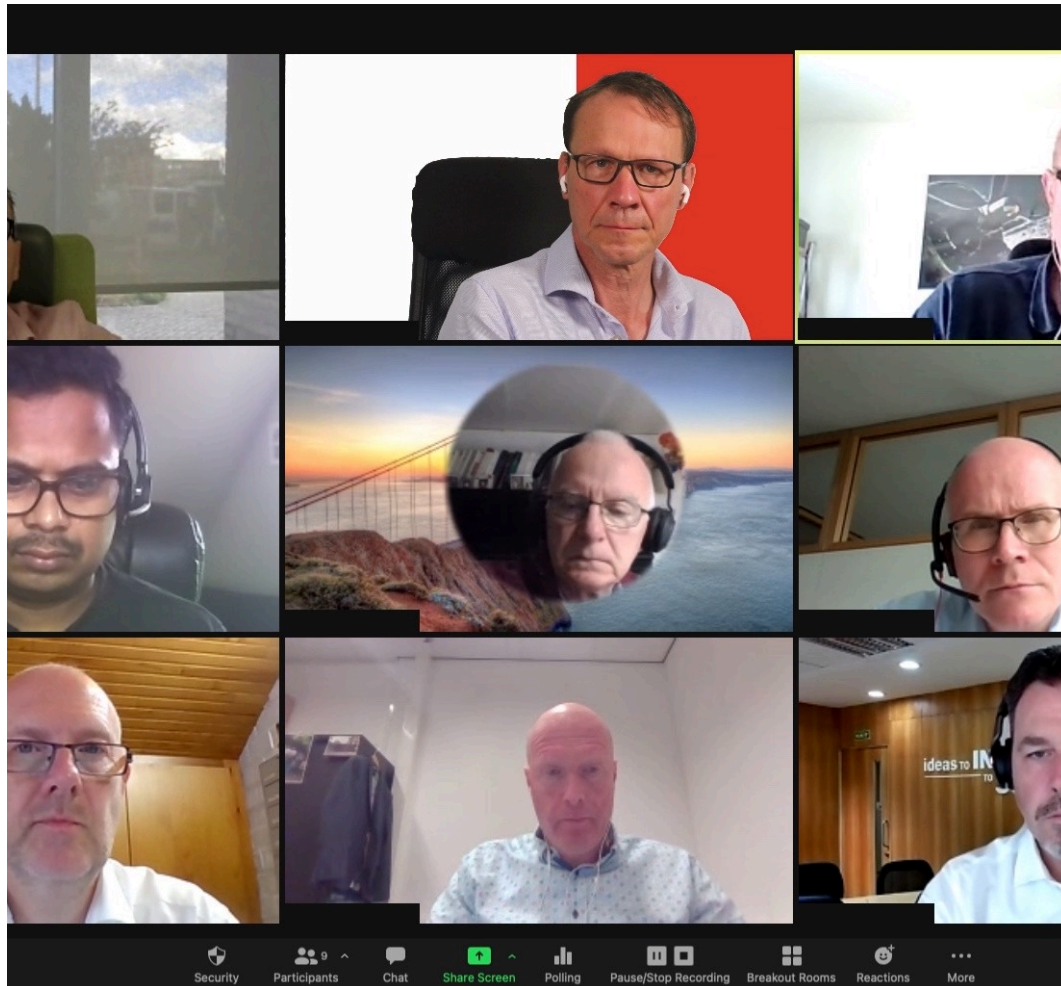
The Executive Service Roundtable

Every month

Short and to the point

Participants choose topics

Practitioners only



Executive Service Roundtable - Launching new services successfully ©moreMomentum - 2023

Milestone: full year of monthly Executive Service Roundtable

Total sessions	25
Service Leaders:	132
Companies	98
Joined multiple meetings	43%

HOW TO MONETISE ADVANCED SERVICES

By generating or maintaining revenue streams



Amsterdam
The Netherlands

May 10-11

[GET MY EARLY-BIRD TICKETS](#)

Practitioners only



Agenda

1. Presentation to catalyse the discussion



2. Insights from the Service Transformation Benchmark



3. Discussion



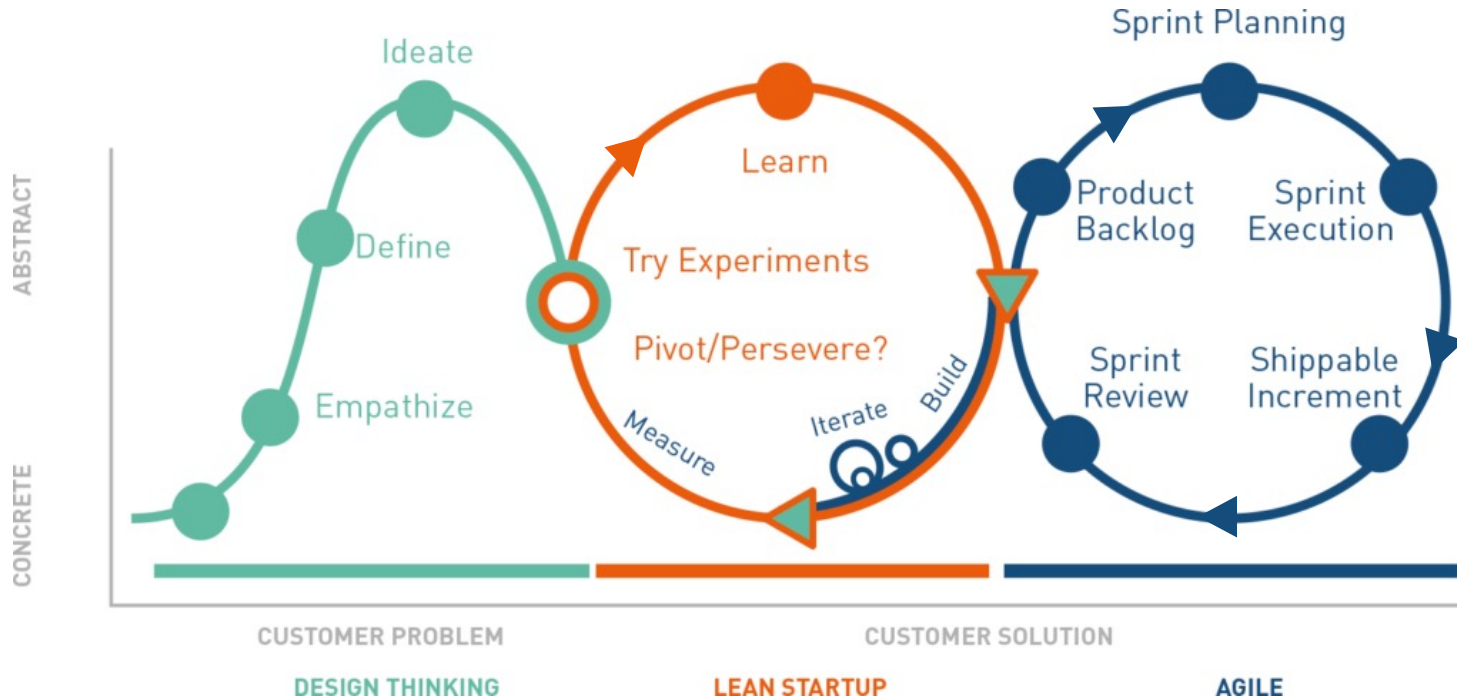
Each phase of introducing new services requires different focus



Each phase of introducing new services requires different focus

	Introduction I	Introduction II	Growth	Maturity	Decline
Development	Establish PoC – Lean Start-up	Establish MVP (base offering) – Lean Start-up	Mature and expand offering - Agile	Diversify and drive efficiency	Phase out weak elements, extension strategies
Business integration	Co-design & -development	Co-development and -piloting	Roll out to all relevant functions and entities		
Investment	Initial development	Continuing development	Scaling marketing, organisation and capabilities		
Delivery	By development team	By development team + extended team from delivery	(New) delivery teams		
Marketing		None, or light awareness	Awareness, generate demand	Competitive, target switchers	
Sales	By development team	By development team + extended team from sales	(New) Sales team		

Each phase of introducing new services requires different focus



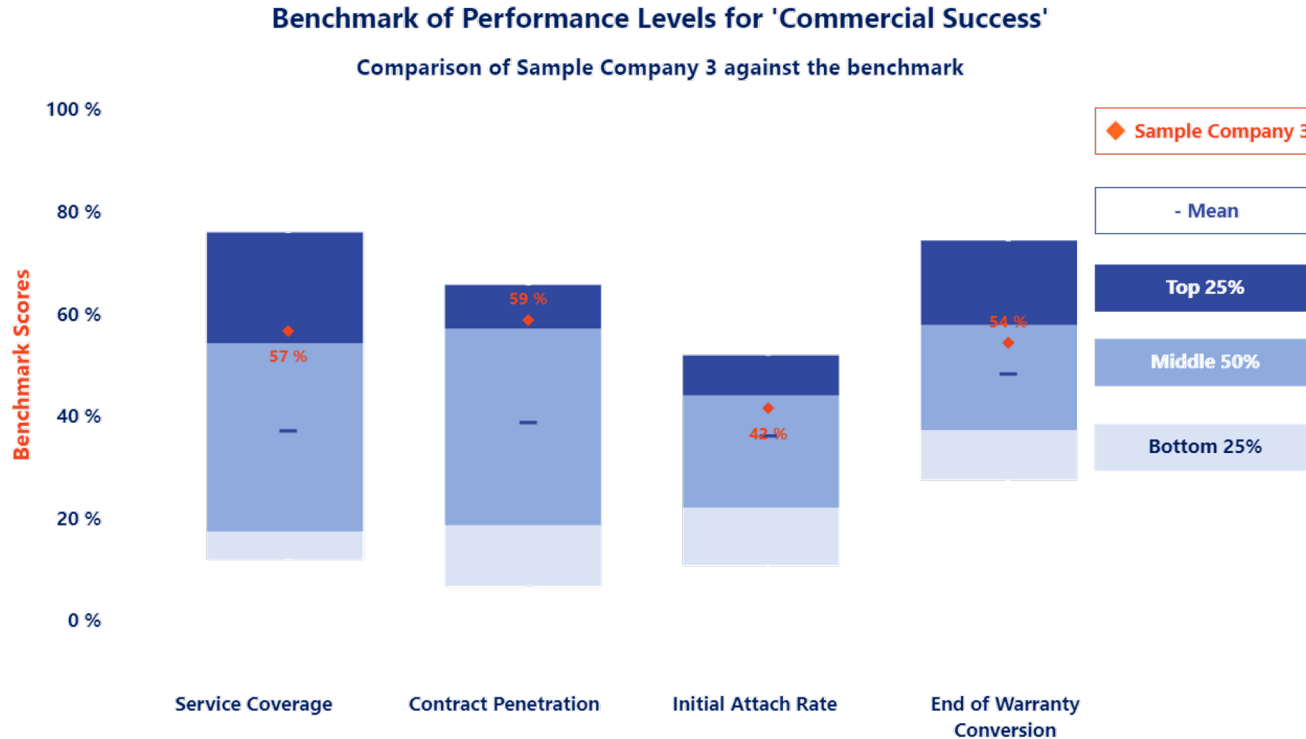
From the Service Transformation Benchmark

Summarised

Multi-level capability model as backbone



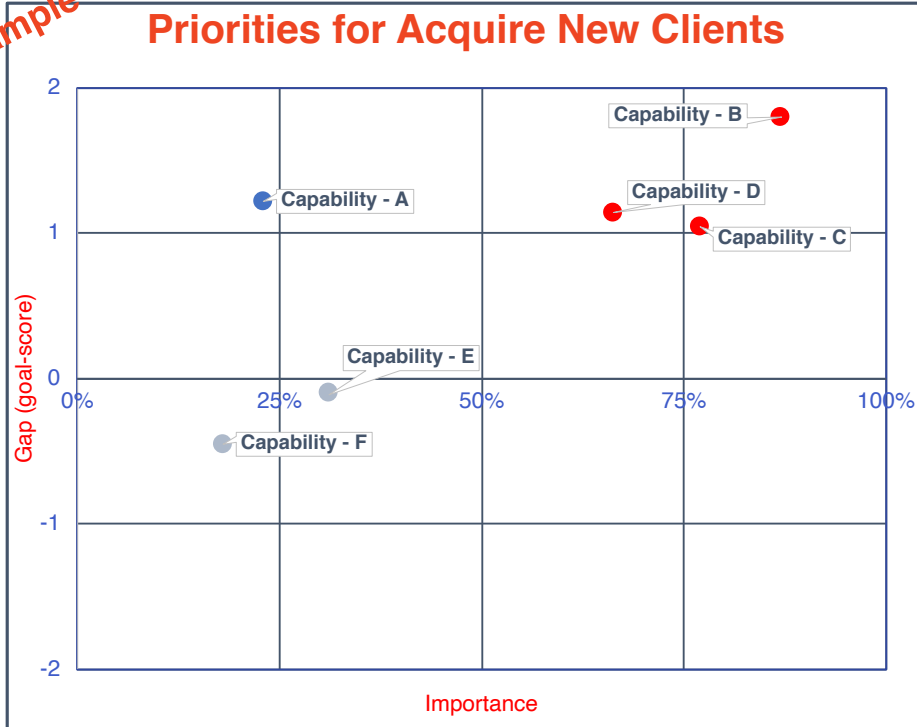
Comparing performance and maturity



This graph is an example, displaying random dummy data. As such, it does not represent any actual insights.

Suggesting your priority matrix

Sample

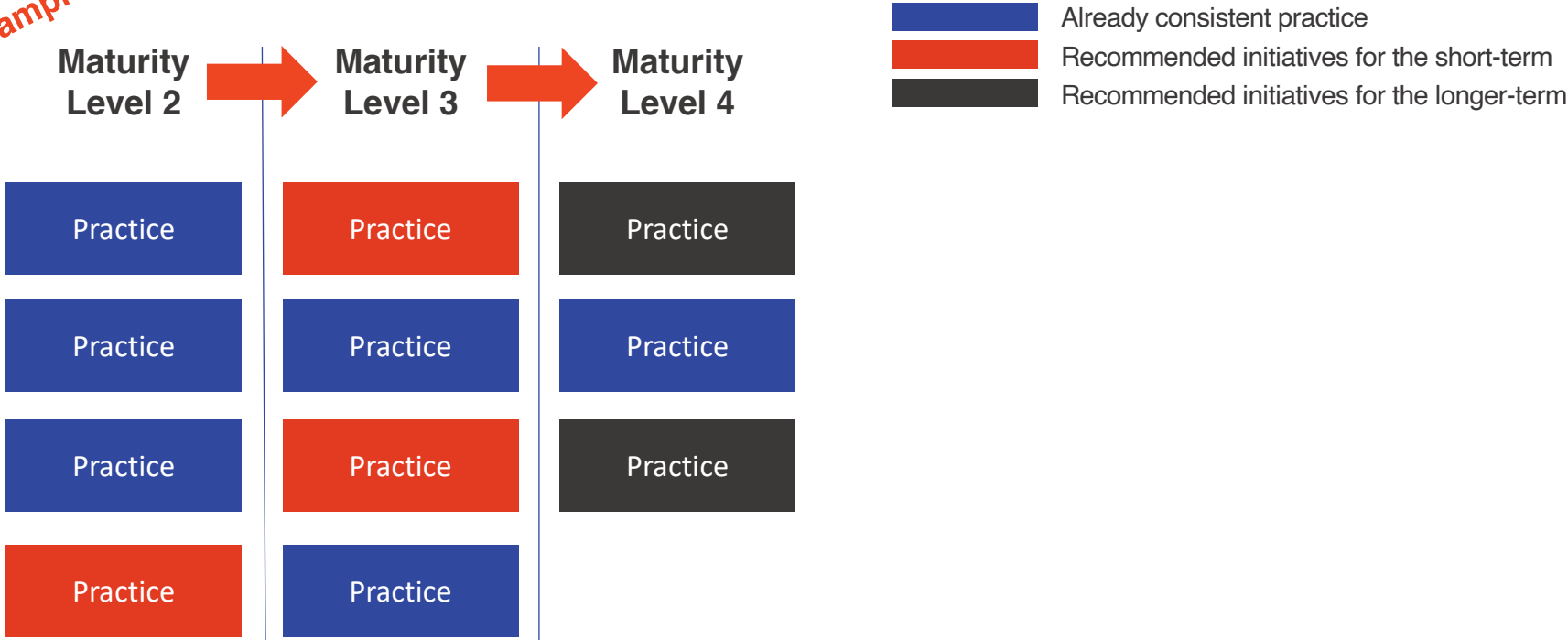


- Recommended priority
- Address if capacity is sufficient
- Maintain maturity level

This graph is an example, displaying random dummy data. As such, it does not represent any actual insights.

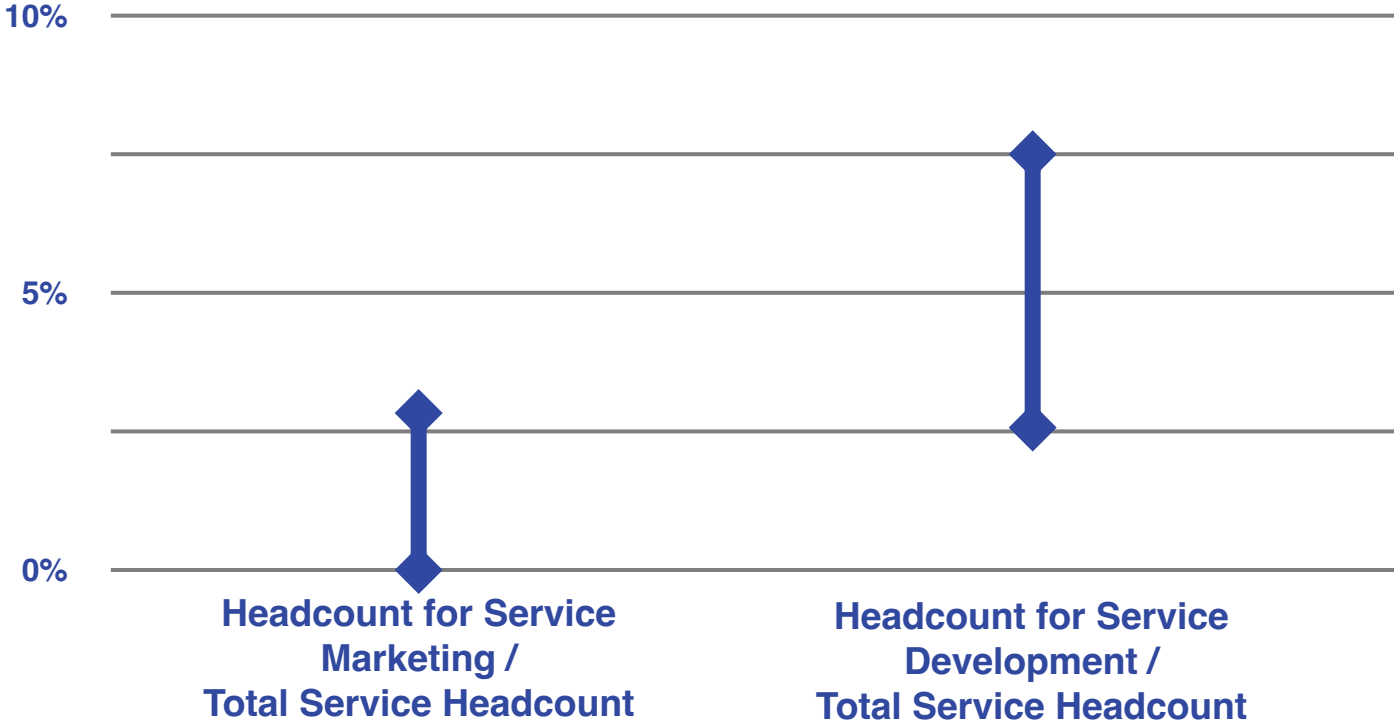
Suggesting projects for your Road to Success

Sample



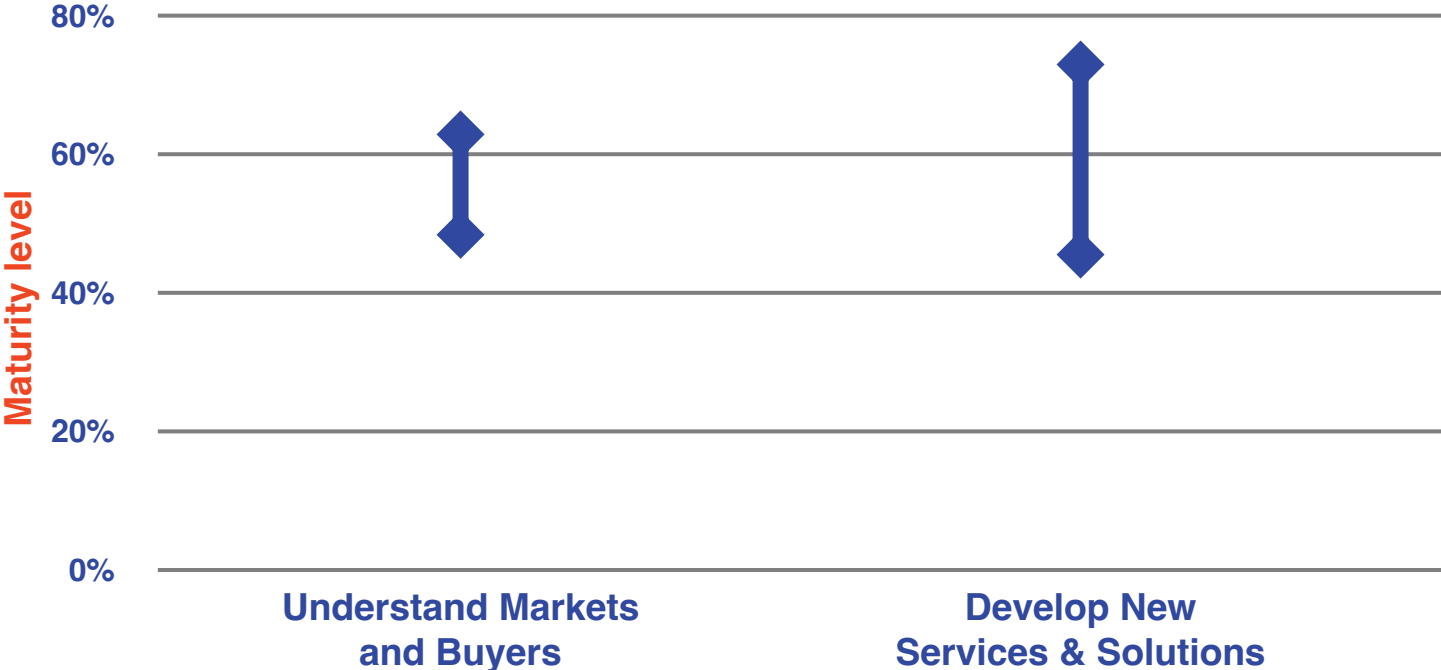
Little capacity for service & market development

From the Service Transformation Benchmark



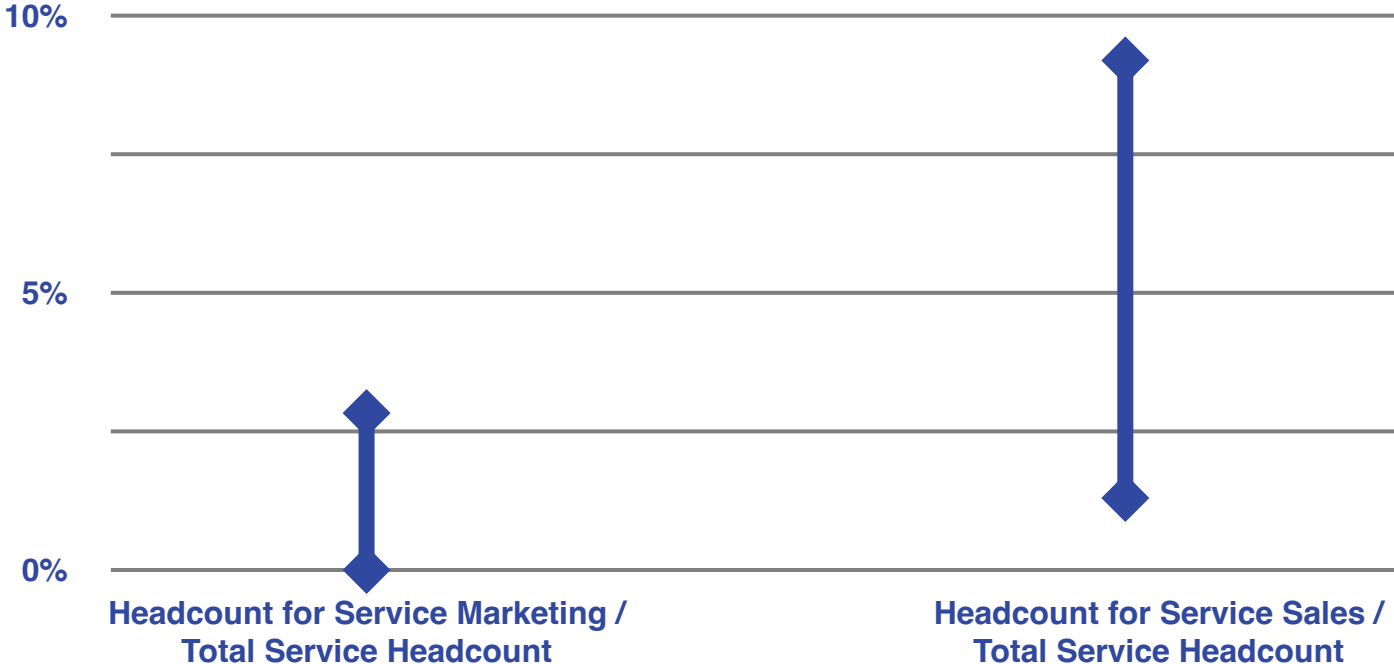
Limited capabilities to develop desirable services

From the Service Transformation Benchmark



Too little capacity for service marketing (& sales)

From the Service Transformation Benchmark





In
smaller
groups



Suggested topics for discussion



How do you do initial launch of new services?



How do you scale the delivery operations?



How do you scale the commercial operations?

What do you want to discuss today?

how to leverage the current service offerings to new service product introduction

Launch of services

Validation of new services

Which types of service products are generally offered?

how to price new services at the beginning

Launching services efficiently, for a profitable long run

Services are being built from thing we give away free. how people have got around the push back from customers and sales

How to align with commercial sales teams?

How to launch new services

How to benchmark price increase

How to develop front line compétences for complex new services

Press **ENTER** to pause scroll

10



Quick intro

Name

Position

Company name

Industry



Next Executive Service Roundtables

How to anticipate digital market disruption in service

March 21st

16:00-17:30 CET / 11:00-12:30 ET

March 22nd

10:00-11:30 CET / 16:00-17:30 SGT

How to successfully execute your service strategy

April 26th

16:00-17:30 CET / 10:00-11:30 ET

April 27th

09:30-11:00 CET / 16:30-18:00 SGT

How to develop deep customer insights

May 24th

16:00-17:30 CET / 10:00-11:30 ET

May 25th

09:30-11:00 CET / 16:30-18:00 SGT

HOW TO MONETISE ADVANCED SERVICES

By generating or maintaining revenue streams



Amsterdam
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Practitioners only



Choosing next topics

You will receive

- Slides and recording of the presentation
- Invitation for next Executive Service Roundtable
- Information about the:
 - Service Transformation Benchmark
 - Service Community Peer Groups
 - Service Transformation Summit (coming soon)

Get up-to-date knowledge, insights and information

and empower your service leadership and innovation teams
to accelerate your (digital) service transformation and boost growth.

Schedule my discovery call



Lead the service transformation



Drive growth of your service
business



Have services on the strategic
agenda



Build critical mass in your teams





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