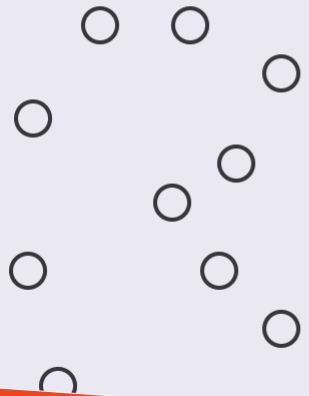
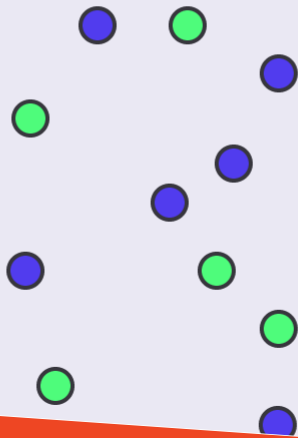


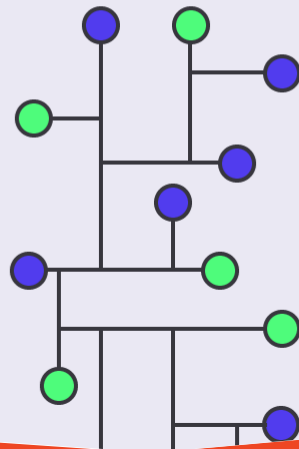
Data



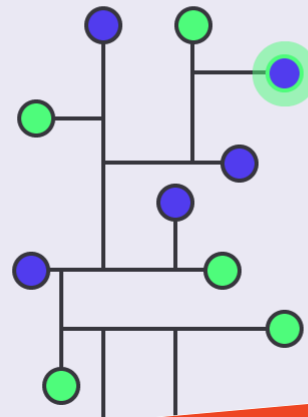
Information



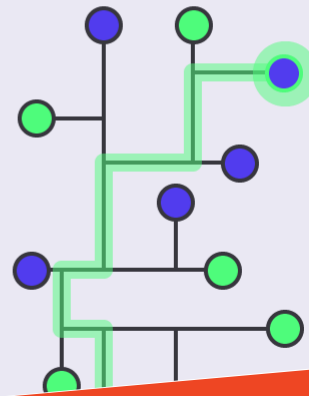
Knowledge



Insight



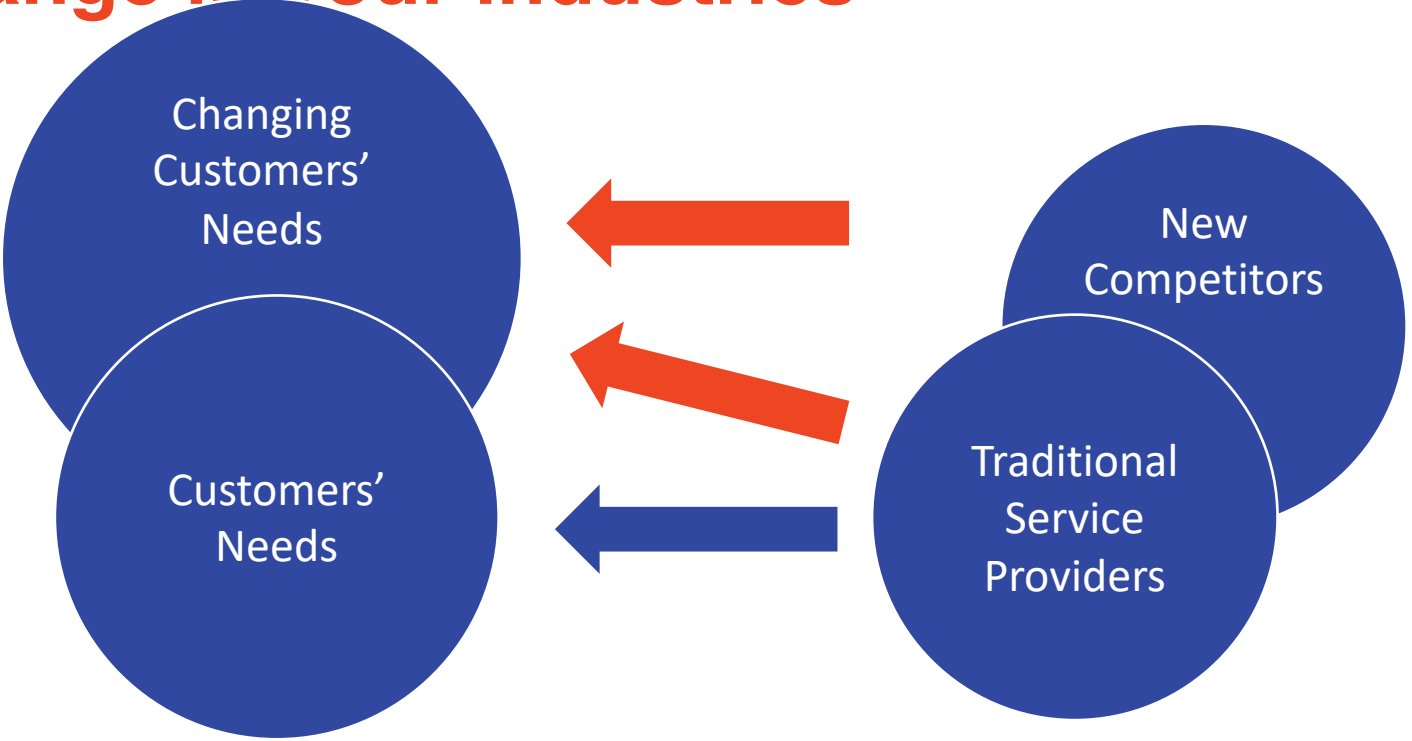
Wisdom



New Value Propositions with Data

Executive Service Roundtable - 2022

As data capabilities mature, a lot will change in your industries





A vital challenge

New value propositions
=
Business model innovation

Main issues:

1. Solving irrelevant customer problems
2. Not offering a desired solution to the problem
3. Not developing total business model

Developing data-driven value propositions

What are data-driven value propositions?

What customers' problems do they solve?

What are critical success factors?

moreMomentum Service Community

Service industry lacks up-to-date, evidence-based practical external insights.

Share, develop and apply emerging best practices and strategies:

- Peer Group
- Benchmarking
- Workshops
- Roundtable





The Executive Service Roundtable

Every month

Short and to the point

Range of important topics

Practitioners only

Agenda

1. New value propositions with data



2. Insights from the Service Transformation Benchmark



3. Discussion



Developing data-driven value propositions

What are data-driven value propositions?

What customers' problems do they solve?

What are critical success factors?



A value proposition

is a **compelling** description
of the **value**
customers will receive
when they use a specific product or
service or combination of products
and services.

Value = Benefits – Cost

Benefits

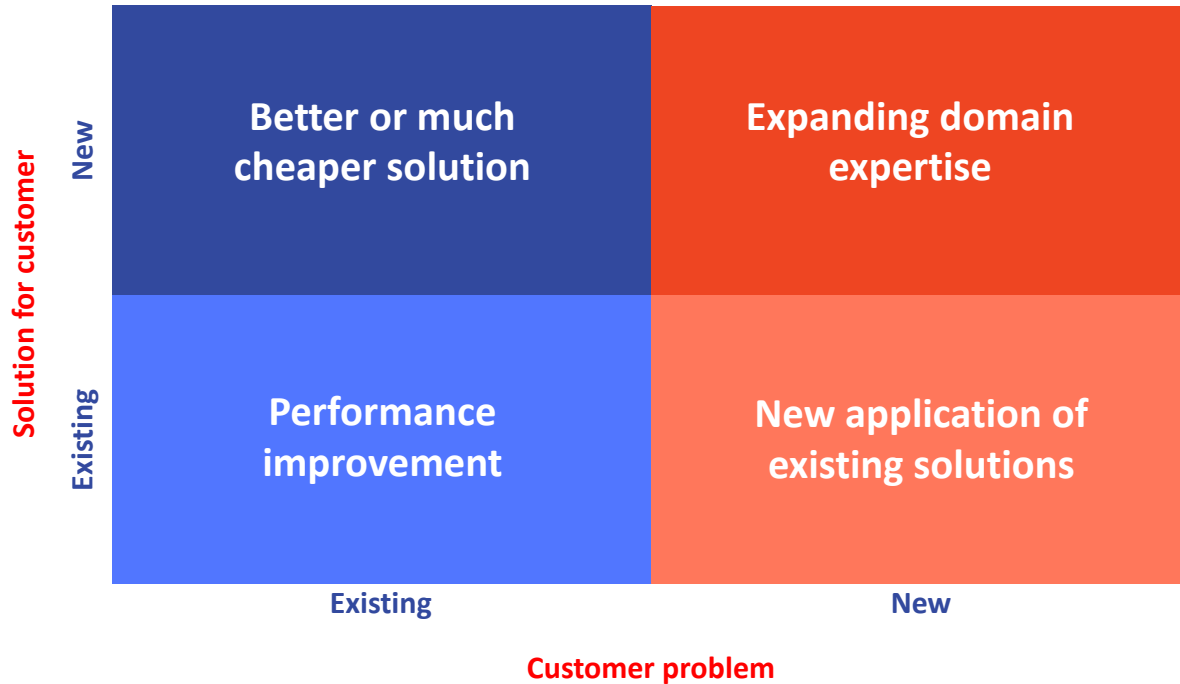
- Tangible advantages of solving a specific problem or job-to-be-done
- Intangible values of having or using a product or service

Cost

Total sacrifices for customers to buy and use a product or service:

- The price for the product or service.
- Other cost related to using the product or service.
- All investments, cost and effort they have to do to implement the product or service and the related new way of working.
- Opportunity cost of not doing other things.
- Risks related to buying and using the product or service and implementing a new way of working.

Where to find new value propositions



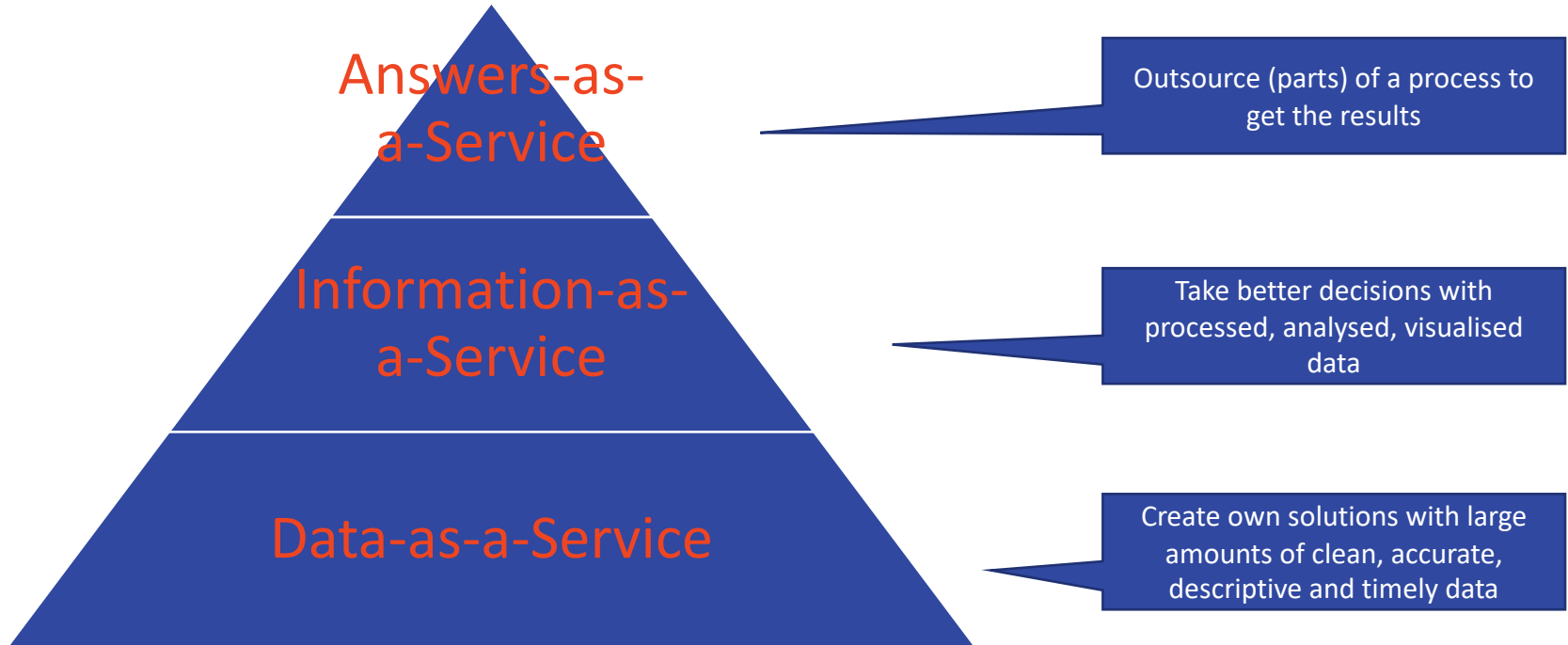
Competitive patterns for new value propositions

The diagram is a 3x3 matrix. The vertical axis is labeled 'Cost (price)' with categories 'More', 'Same', and 'Less'. The horizontal axis is labeled 'Value' with categories 'Less', 'Same', and 'More'. The top-left 2x2 area (More/Same cost, Less/Same value) is a red block containing 'X' marks. The right column (More/Same cost, More value) is a dark blue block. The bottom row (Less cost, Less/Same value) is a dark blue block. The bottom-right cell (Less cost, More value) is a light pink block.

Cost (price)	Less	Same	More
More	X	X	More for More
Same	X	X	More for Same
Less	Less for Much less	Same for Less	More for Less

Data-driven value propositions

(Data can come from any source)



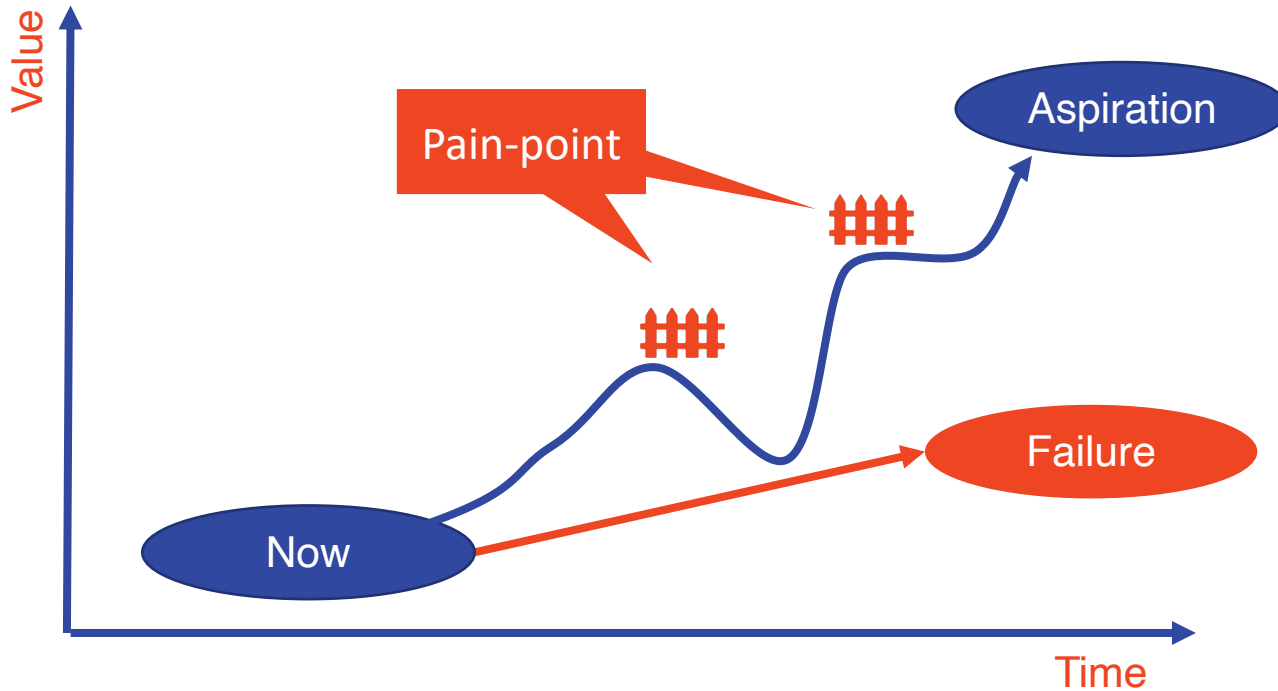
Developing data-driven value propositions

What are data-driven value propositions?

What customers' problems do they solve?

What are critical success factors?

Customer problems



Pain-chain:
Each stakeholder in your
customers organisation
has different “problems”

Customer problems can be everywhere. Avoid being stuck in business-as-usual!



Opportunities with data

Problems to solve with data

- Higher uptimes
- Predictable and planned downtime
- Lower cost of maintenance
- Lower cost of energy, materials
- Higher yield of assets
- Higher quality of output
- New products
- Shorter optimization and process control cycles
- Education of workforce

Problems with data

- Fragmented sources of data
- Quality of data
- Fragmentation of providers, connectivity, data outflows
- Information security (confidential, integrity, availability)
- Data modelling, analytics, visualisations (with advanced tech)
- Transparency over entire value chain

Developing data-driven value propositions

What are data-driven value propositions?

What customers' problems do they solve?

What are critical success factors?

Critical Success Factors

Vision & Strategy

Deep customer insights

Innovation capabilities

Data capabilities



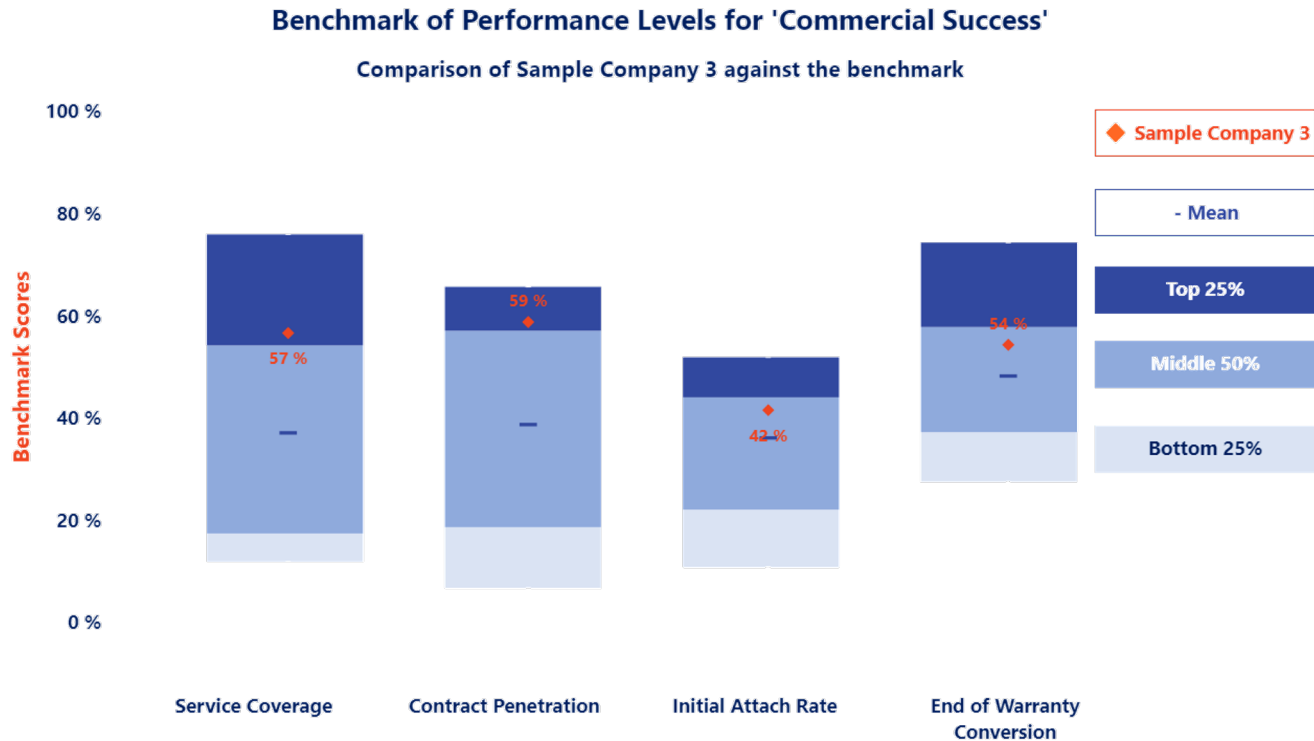
From the Service Transformation Benchmark

Summarised

Multi-level capability model as backbone



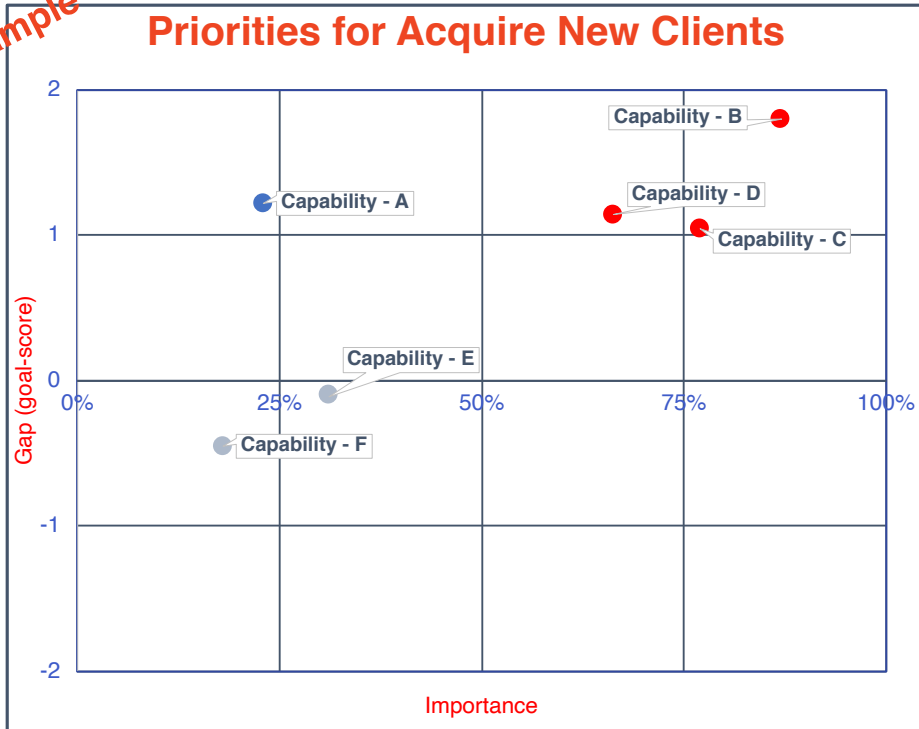
Comparing performance and maturity



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

Suggesting your priority matrix

Sample

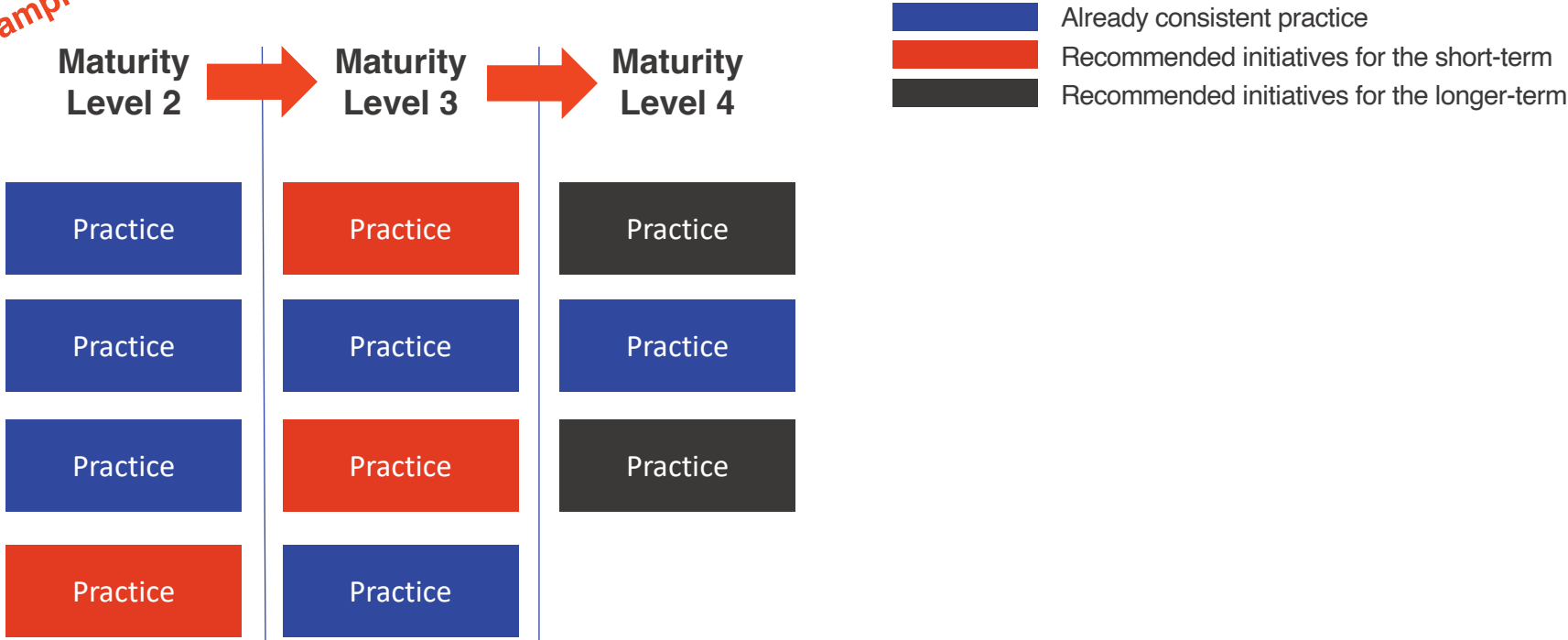


- Recommended priority
- Address if capacity is sufficient
- Maintain maturity level

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

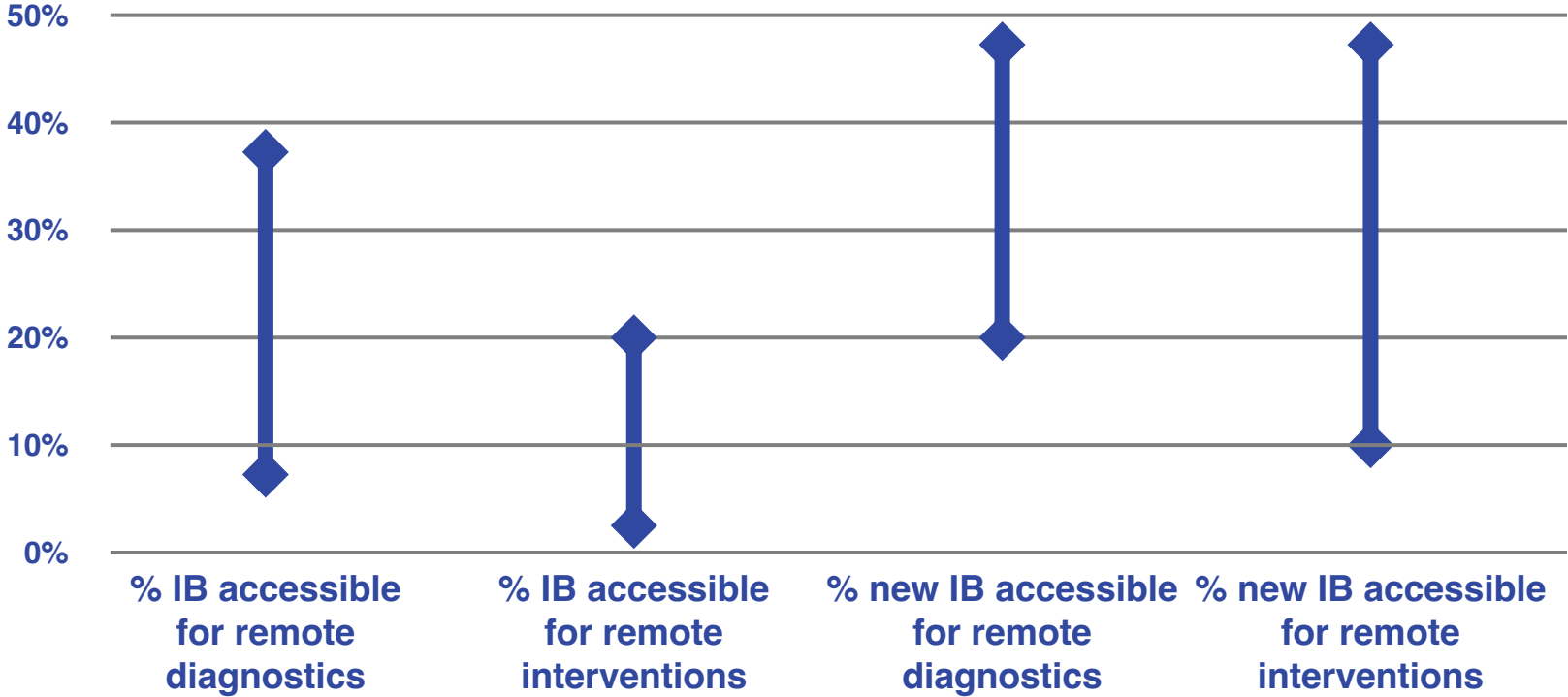
Suggesting projects for your Road to Success

Sample



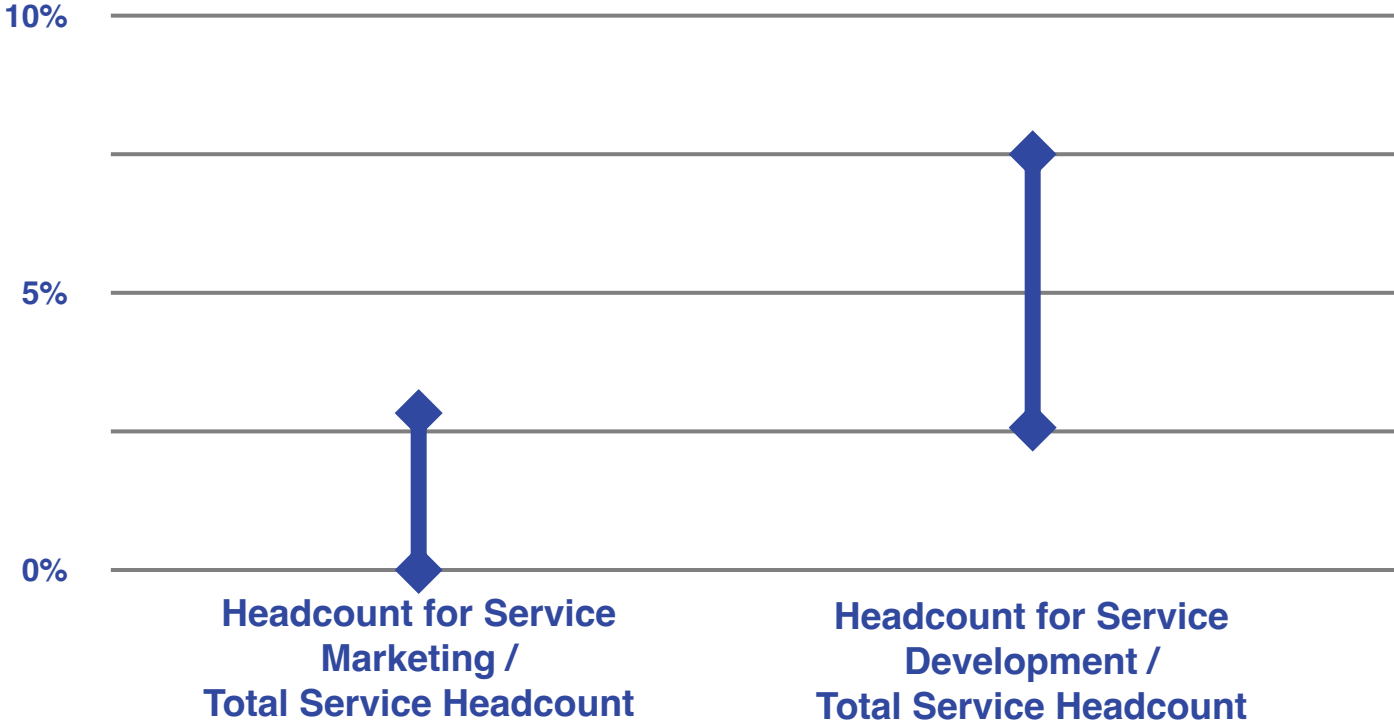
Low maturity for advanced remote service

From the Service Transformation Benchmark



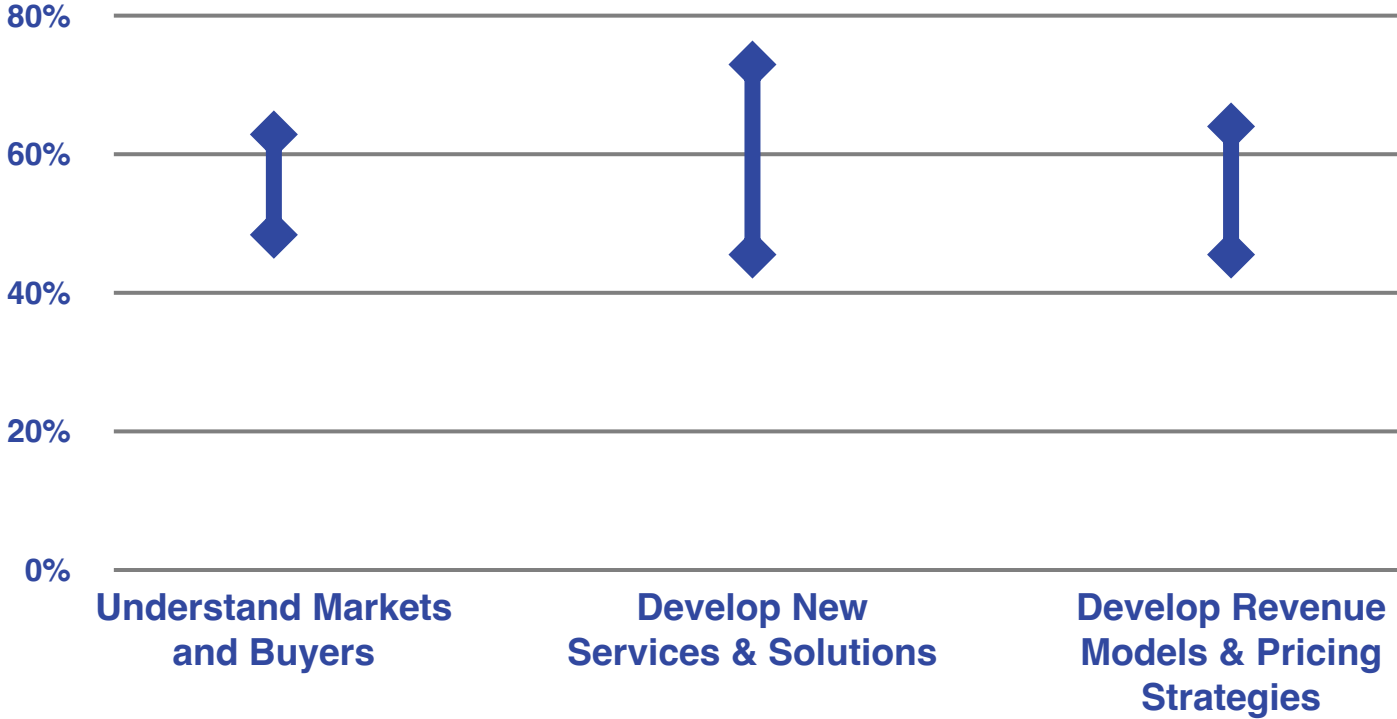
Little capacity for service & market development

From the Service Transformation Benchmark



Low maturity for radical service innovation

From the Service Transformation Benchmark



Discussion topics



What new value propositions are you working on?



How did you identify/validate the customer need?



What are the top-3 critical success factors?

Quick intro

Name

Position

Company name

Industry



Next Executive Service Roundtable

Customer Success Management in Service

September 14th	16:00-17:30 CET	/	10:00-11:30 ET
September 15th	10:00-11:30 CET	/	16:00-17:30 SGT

Potential topics for following Roundtables:

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

Executive Service Roundtable

Exchange practices, insights, and experiences with like-minded peers in monthly online sessions of 1,5 hours

NEXT EXECUTIVE SERVICE ROUNDTABLE

Service Models in a Circular Economy

[Join The Next Session](#)[View Past Sessions](#)

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Every month, the moreMomentum Service Community runs an Executive Service Roundtable to discuss a hot topic for service leaders and innovators.

How does it work?

- Participants of the Roundtable decide on the topics for next sessions.
- moreMomentum introduces the topic with a 20-30 minute presentation and shares relevant insights from the Service Transformation Benchmark.





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