Plenary Keynote Speaker

Day 3, Wednesday, July 9 AM

Service Thinking: Social Servicescapes of Complex Engineering Systems

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Brief Biography

Dr Wood graduated in 1973 from the University of New South Wales in Sydney with the degree of Bachelor of Engineering in Aeronautical Engineering. After receiving a Master of Science degree in the USA, he returned to Australia where he completed a PhD program. He has extensive experience in the aerospace, defence and automotive sectors of industry, as well as in academe. His most recent role in industry was as Engineering Director for a defence company in Australia. He is currently Professor of System Engineering at The University of Adelaide where he is developing a research program in system sustainment.

Abstract

Services are delivered in the context of a physical environment and a social ambience that define the "servicescape". This term was initially coined to describe consumer and retail marketing settings, and was limited to describing the physical environment even though

servicescapes were always clearly intended to influence social responses. The extended concept of servicescape (that is, physical and social) can be readily applied to the service milieu of complex engineering service systems.

Complex engineering service systems comprise an integrated engineering product system, combined with an extensive array of services to deliver value in use to a community of users. A service may be delivered directly to consumers as in the case of an airline delivering transportation services, or it could be delivered to an enterprise as in the case of "power by the hour" (a Rolls-Royce trade mark) aircraft engine service and support. Each instantiation of this service concept is customised to suit business and user purposes, but they are all based upon complex engineering products that are inherently critical in safety, security or societal terms.

In this presentation, social servicescapes of complex engineering service systems are described and characterised. The role of service thinking in setting the service tone by discerning the "mind of the customer", so essential to customer satisfaction, is then explained.