

Understanding the Customers' Value-In-Use Created by Product-Services

*An invitation to explore our latest thinking in product-service
systems research*

Cranfield School of Management; CMRI
Wednesday, 3rd March 2010, 9.00 - 16.00

OVERVIEW

In the UK, manufacturers are being forced to develop new and innovative ways to compete with producers from lower cost economies. One strategy is to strive towards creating value through the addition of increasing levels of services to products.

Product-service providers are selling on the basis of 'value' but struggle to measure and demonstrate the value-in-use to the customer. We have gathered national and international experts on this subject and invite you to join us in a day of sharing. There will be presentations from expert practitioners and observers, plus real opportunities to share your experiences and views on this exciting topic.

Cranfield Product Service Systems researchers have specialised in the development of the knowledge, tools and technologies to help manufacturers exploit the concepts of service-based competitive strategies.

This industry focused event will showcase leading practice and research and present opportunities for manufacturers to engage with the ongoing work at Cranfield. Specifically, initial findings from research conducted to date will be presented on assessing customer perceptions of value-in-use of PSS.

AGENDA

9.00 Registration

9.15 **Coffee and Networking with Industrialists and Faculty Members**

09.30 **Welcome and Overview of the Cranfield PSS Research Agenda**
Prof. Stephen Evans, Cranfield University, School of Applied Sciences
Stephen is an Investigator in the IMRC research

9.45 **Introduction to the Assessment of Value in Use**
Prof. Hugh Wilson, Cranfield University, Cranfield School of Management
Hugh is an Investigator in the Cranfield IMRC research.

10.00 **Using Customer Insights to Guide the Development of PSS**
Dr. Geke van Dijk, Strategy Director and co-founder of STBY
Geke will present some of her recent work with the Utility sector in how customers' learn from value-in-use of current products and services to inform the development of new and better integrated PSS.

10.45 Coffee

11.00 **Little Ships and Big Contracts**
Prof. Mike Lewis, Bath School of Management
In this presentation Prof. Lewis will review key elements of a research project currently underway at the Bath University School of Management. Specifically, he will use the evolution of an MoD/Royal Navy capability-based contract (Contractor Logistics Support) to illustrate some of the key practical challenges – and potential solutions – associated with procuring complex performance.

- 11.45 **Bridging the gap – Collaboration with Cranfield**
Mark Davies, PSS Industry Club coordinator
Mark is Product-Service Systems Industry club coordinator.
- 12.00 Lunch and Projects Exhibition in the Cranfield Futures Lab
- 13.00 **Delivering Customer Value through Product-Service Systems: The Rockwell Experience**
Mark Crawford, Manager, Customer Support & Maintenance, UK & Ireland, Rockwell Automation
Mark will describe the development of Rockwell's service business, building on their established product brands.
- 13.30 **What is your Customers' Value-in-Use?**
Dr. Veronica Martinez and Dr. Jawwad Raja, Cranfield School of Management
Veronica and Jawwad will present the latest findings from the first phase of the project called "assessing value-in-use created by product-service systems".
- 14.15 Coffee
- 14.30 **Workshop: Discovering your customers' value-in-use**
Dr. Veronica Martinez, Dr. Jawwad Raja, Dr. Helen Lockett and Dr. Mark Johnson
This workshop will explore and discuss the value-in-used created from various industries to enrich your understanding of promising ways to identify your customers' value-in-use.
- 15.30 **Discussion Forum and Key Learning Points**
Prof. Stephen Evans and Prof. Hugh Wilson
- 16.00 Close

WHO SHOULD ATTEND?

This event will be both useful for senior managers who are exploring different ways to increase customer value to create long term business sustainability. You will have roles in operations, supply chain, strategy, marketing and engineering, and come from a variety of sectors including aerospace, automotive and medical. There will be no charge but numbers are limited so please reply promptly.

WHERE, WHEN AND WHO TO CONTACT?

The event will be held in the Cranfield Management Research Institute (CMRI), Building 38, on the 3rd March 2010.

THERE ARE ONLY 30 SPACES AVAILABLE FOR THIS EVENT, IT IS RECOMMENDED TO BOOK YOUR PLACE IN ADVANCE.

To register for this event:

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For more information visit our website at <http://www.cranfield.ac.uk/imrc/research/pss/index.jsp>