

“Ein Beitrag zur systematischen Entwicklung produktorientierter Dienstleistungen”

vorgelegt von

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Summary

The internationalization of competition brings manufacturers of industrial goods to the challenge, to be able to adapt flexibly to continuously arising environmental changes. A possibility to increase this demanded reactivity is to differentiate corporate range of services. However competition differentiation by monetary and not-monetary factors, as for example product attributes, quality and customer retention becomes increasingly more difficult. Though, competition advantages can be obtained by offering services around the produced commodities. In an interlaced production this applies not only to manufacturers of final goods, but in dependence of selected focusing in particular also to enterprises from preliminary and downstream stages of value added. To develop such a service offer for corporate practice systematically two relevant aspects are to be considered: on the one hand is to be determined, which services can be integrated in the existing structure and process organisation; on the other hand this procedure is to be described as operation sequence of procedures. Different procedural models for developing services were already deduced by forming analogies from other technical disciplines. Approaches that focus on individual transformation processes of an available product structure were not pursued so far. Beyond that there is no sufficient systematization of these transformation processes serving as framework to derivate product-oriented services. Therefore in this article a method is worked out, that is able to develop services of a demanded detailing level for a regarded product based on individual corporate initial situation. For this first a model as one component of the method is derived, that contains all relevant objects of service which is to be developed. As a second component of the method in this article reference processes are worked out contentwise on basis of reference framework designed before. Finally the progress of developing product-oriented services for corporate practice is described systematically.