

Customer-oriented Framework for Product-Service Systems

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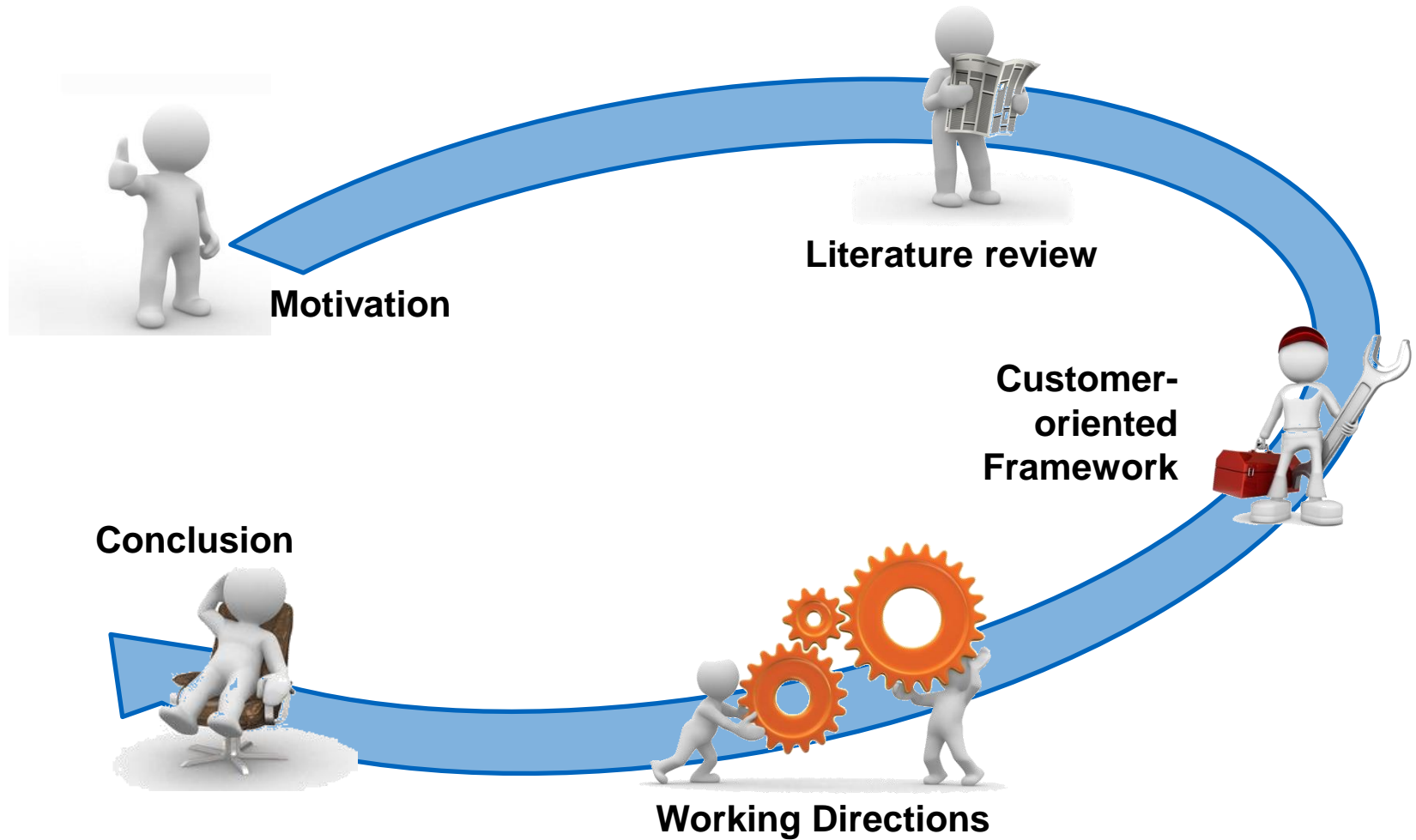
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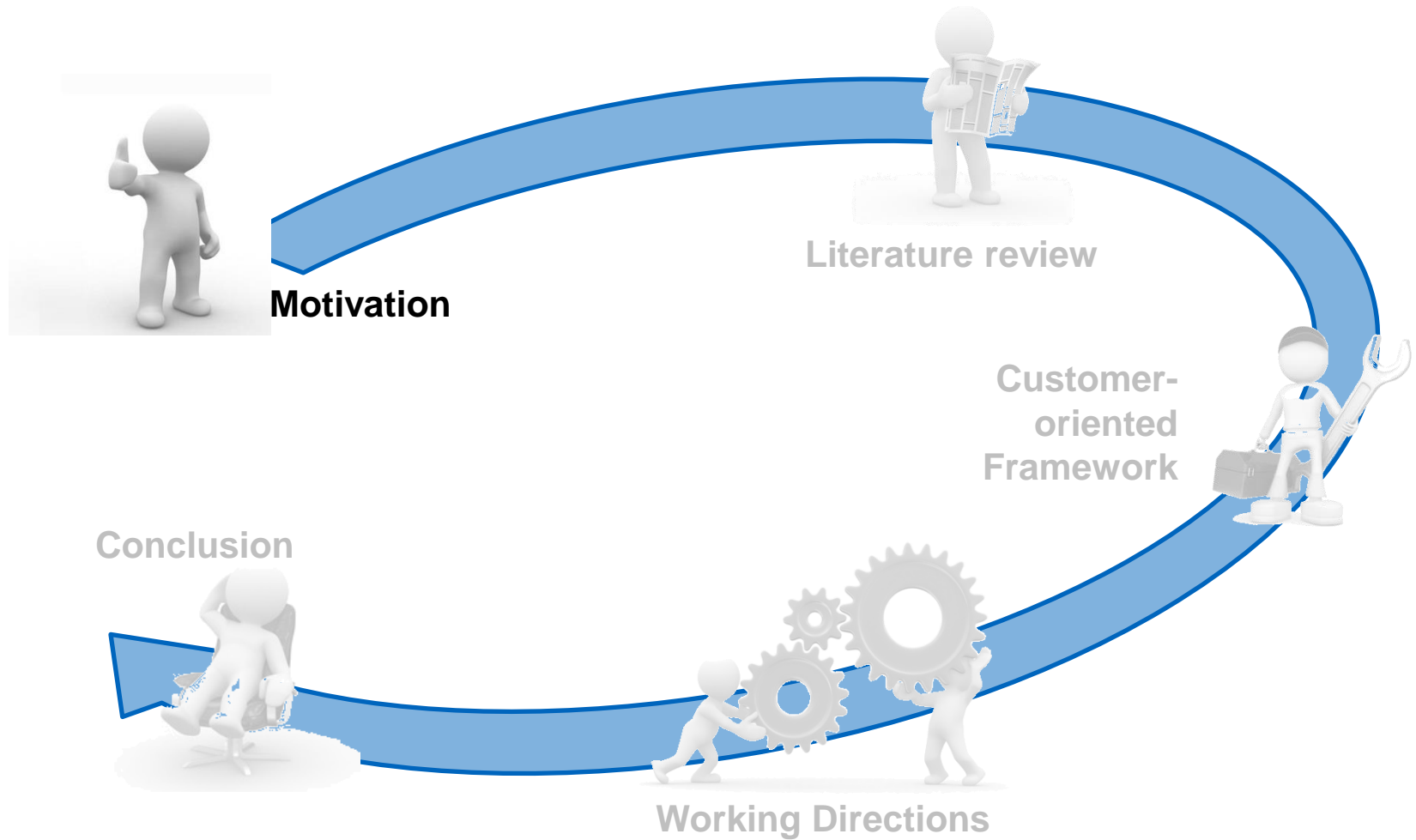
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Agenda



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Motivation

- Producer of paints and coatings on a **natural base**
- **Problem:** Higher prices due to **more expensive** ingredients
 - Customers are **not willing** to pay more compared to **synthetic paints**

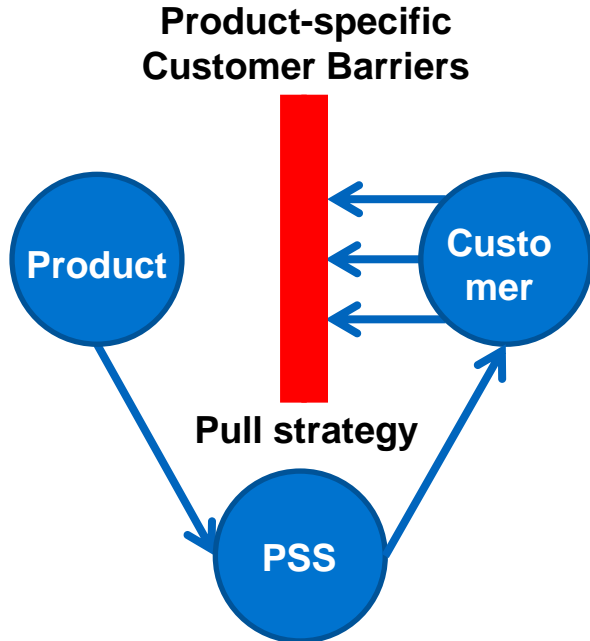


- **Solution:** Providing **surface treatment**

➔ Providing the product in combination with a service reduced the customer barrier of too high prices and increased the customer acceptance.

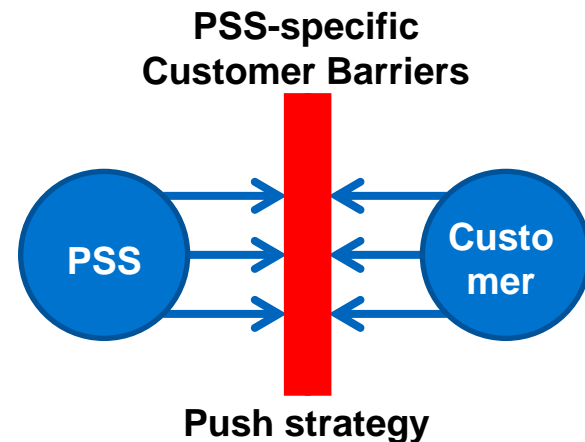


Approach and Research question

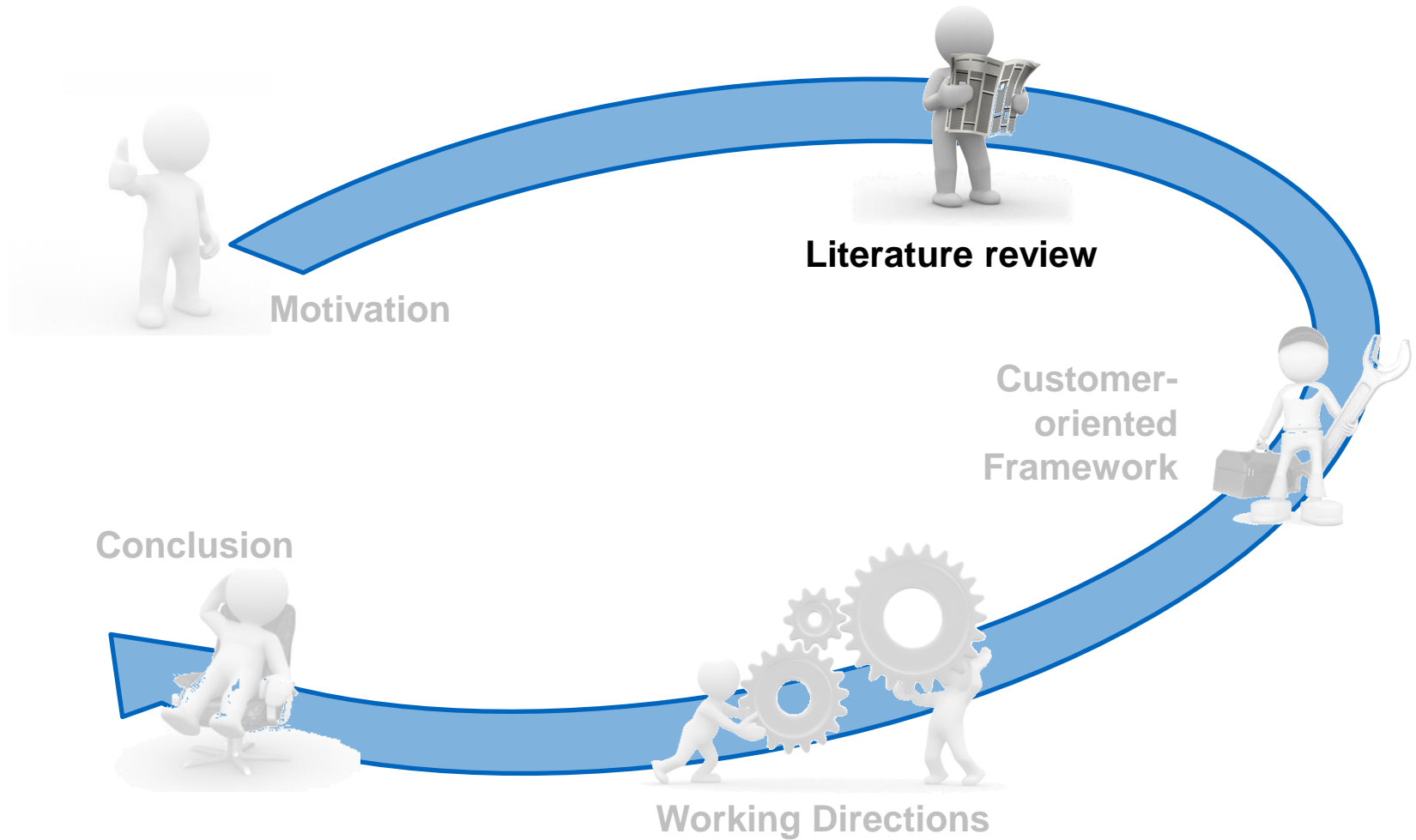


- Customer perspective of PSS
- **Target:** Increasing customer acceptance of any product or service **using** PSS

- Studies on customer acceptance and PSS focus the advantages and disadvantages of PSS for the customer
- **Target:** Increasing customer acceptance of PSS



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Literature review

Legend:

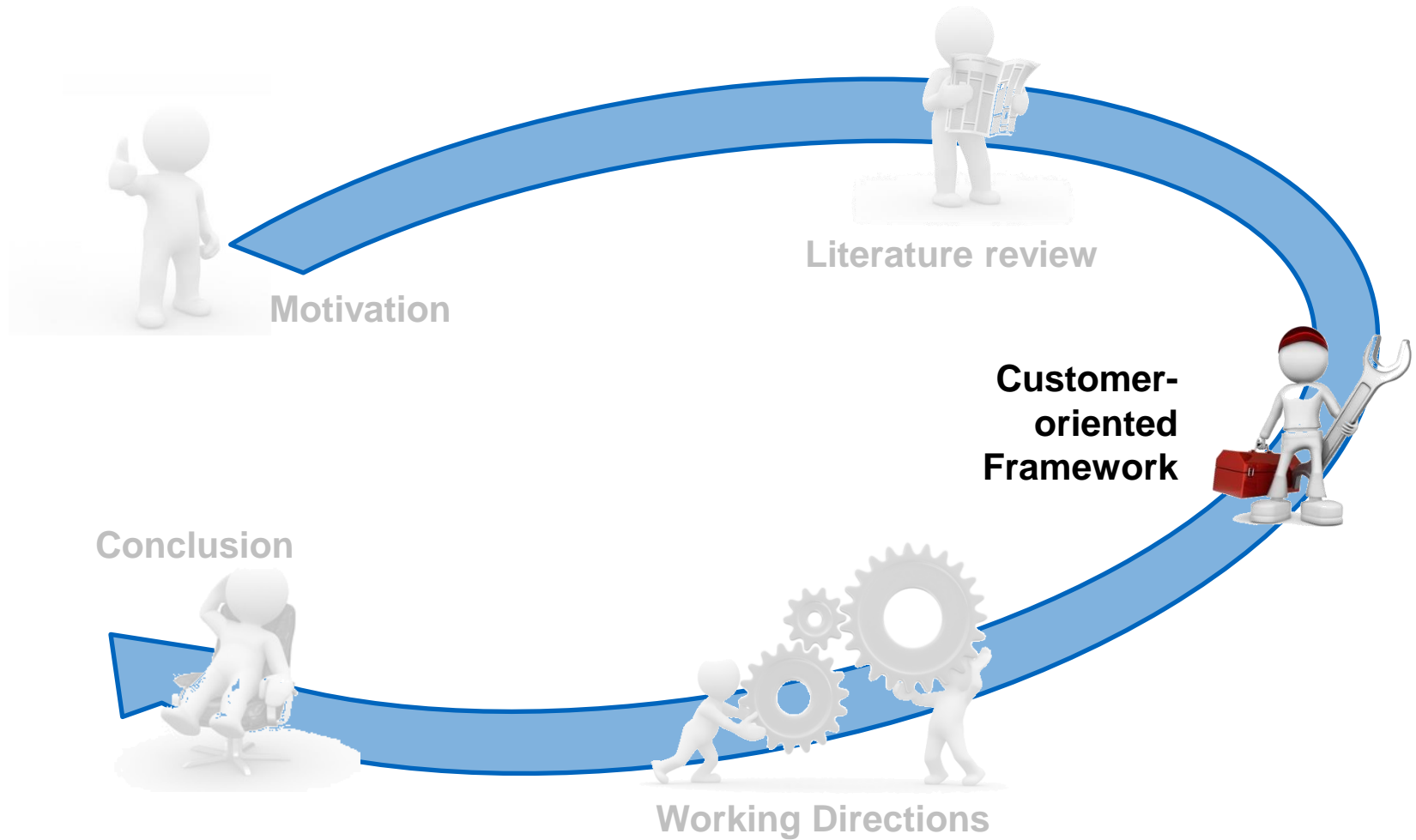
- *considered*
- ▣ *partly considered*
- *not considered*

	Product perspective	Service perspective	Knowledge perspective	Product view	Process view	Technology view	Market view	Customer view
Meiren & Barth 2002	○	●	●	●	●	○	▣	○
Oliva & Kallenberg 2003	○	●	▣	▣	▣	○	▣	○
Aurich et al. 2006	●	●	▣	○	●	○	▣	○
Egeling & Nippa 2009	○	○	●	○	●	○	○	○
Sundin et al. 2009	●	○	○	●	○	○	○	○
Hepperle 2013	●	▣	▣	●	●	●	○	○
Herzberger et al. 2013	○	●	▣	●	●	○	▣	▣
Hussain et al. 2012	○	▣	▣	○	●	○	▣	●
Pezzota et al. 2014	○	●	○	▣	●	○	▣	●
Sakao & Shimomura 2007	▣	●	○	▣	●	○	●	▣
TR 29	●	●	▣	●	●	○	○	▣
Wallin et al. 2013	○	▣	●	○	○	○	○	○
Baureis 2013	○	○	●	▣	▣	○	○	○
PROTEUS	○	●	●	▣	●	○	●	▣
Schenkl 2014	●	●	●	▣	○	●	▣	▣

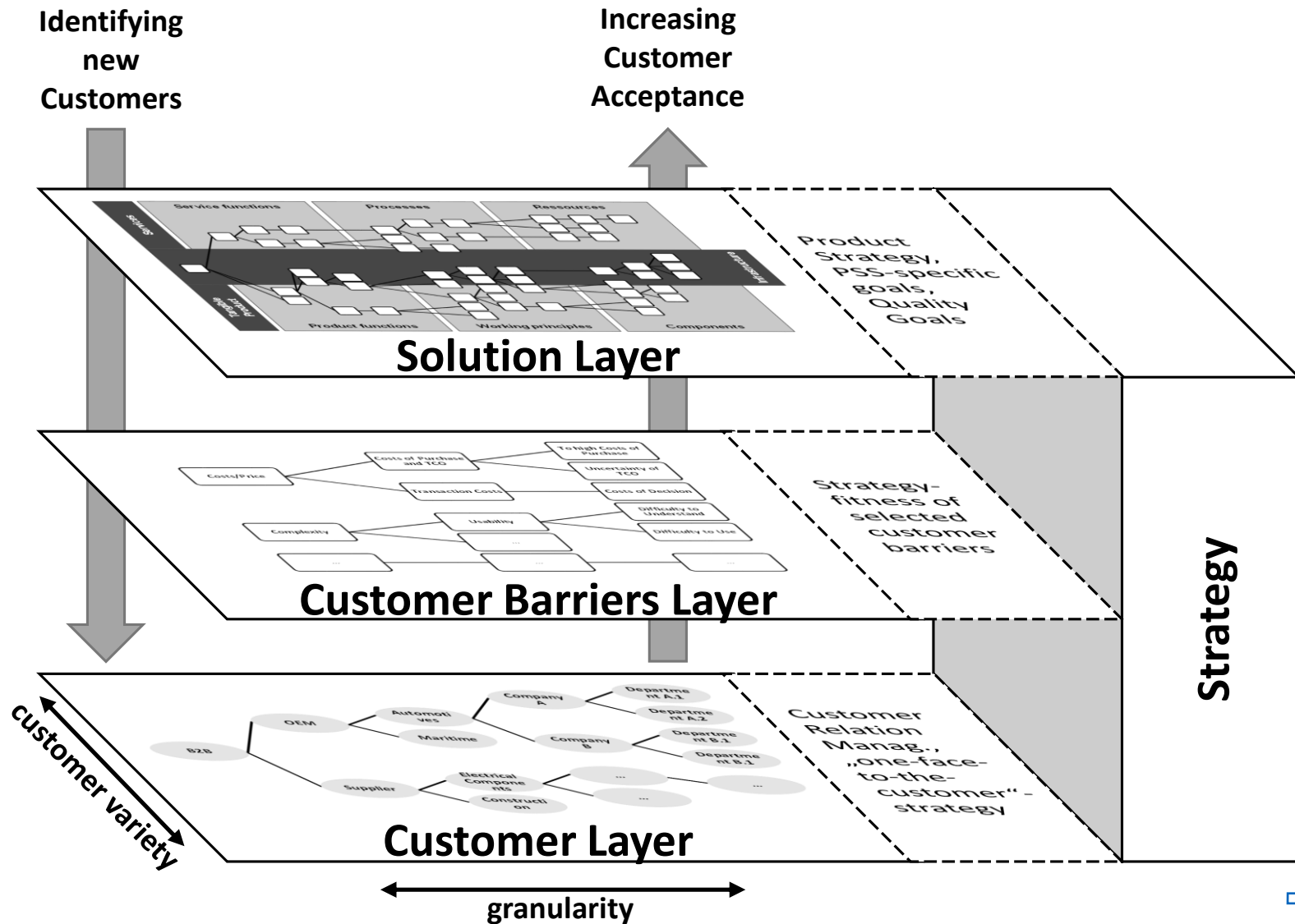
- Approaches for PSS: less integration of customer view
- Approaches considering customer view: Service-focussed approaches (no consideration of product perspective)



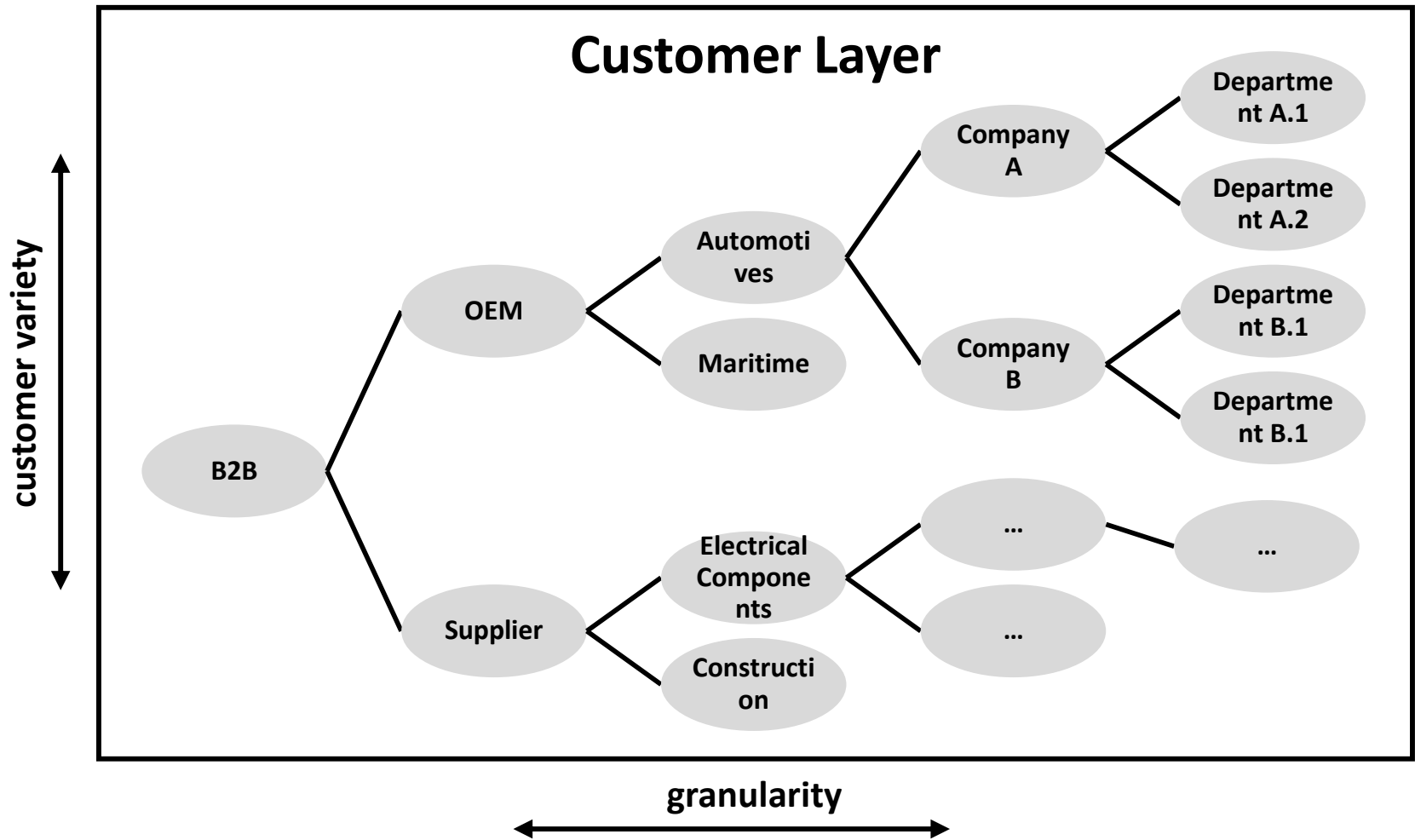
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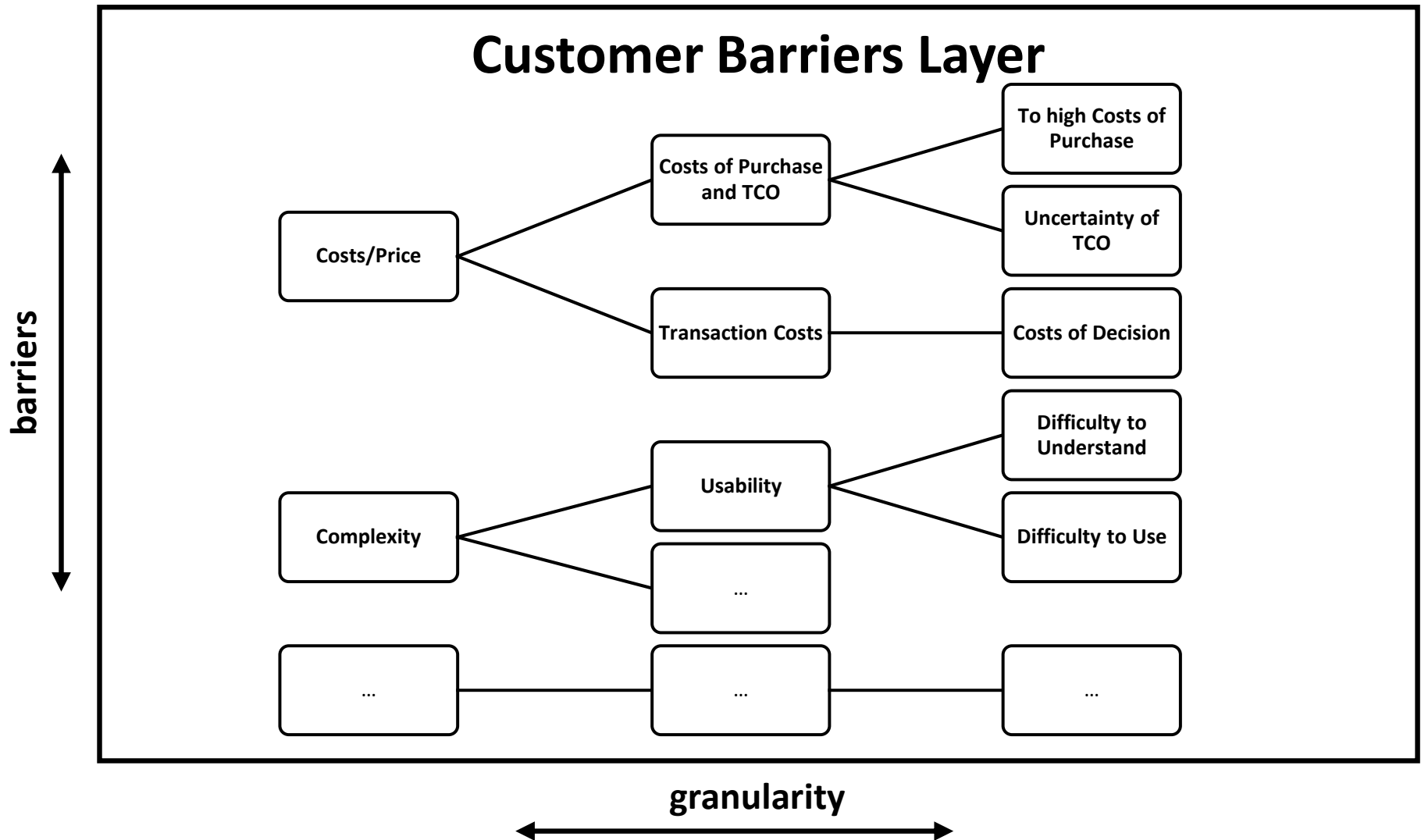
Customer-oriented Framework for PSS



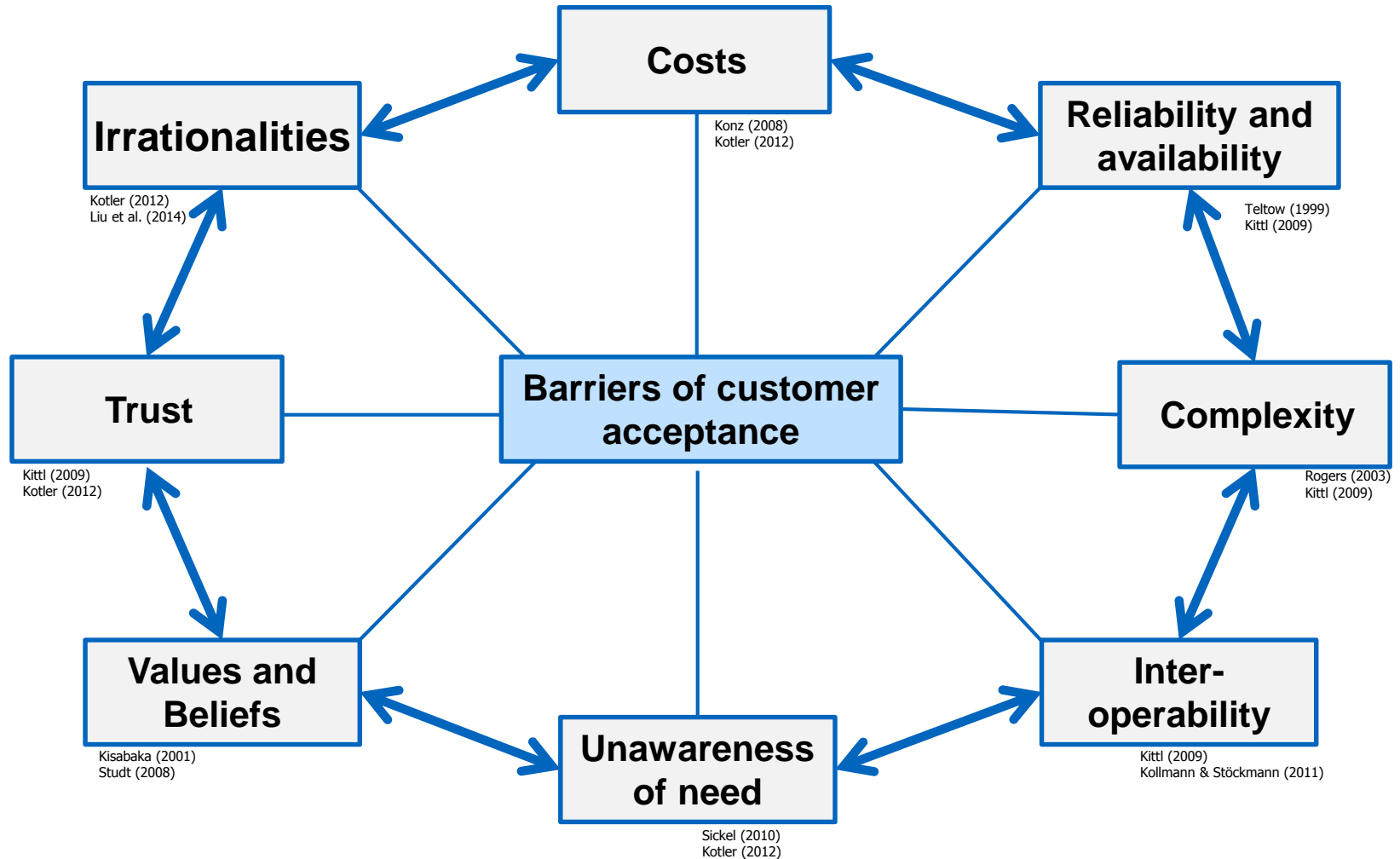
Customer Layer



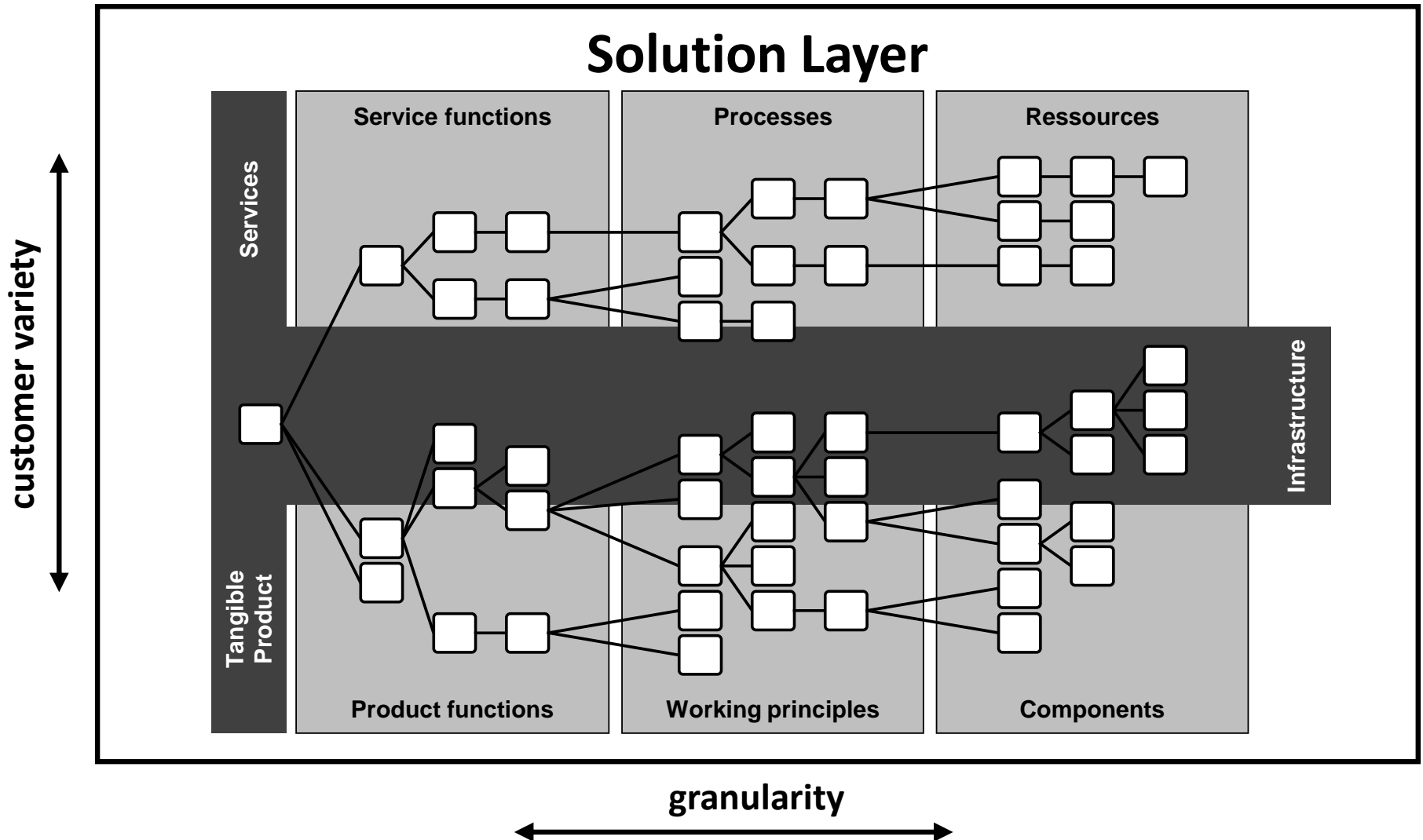
Customer Barriers Layer



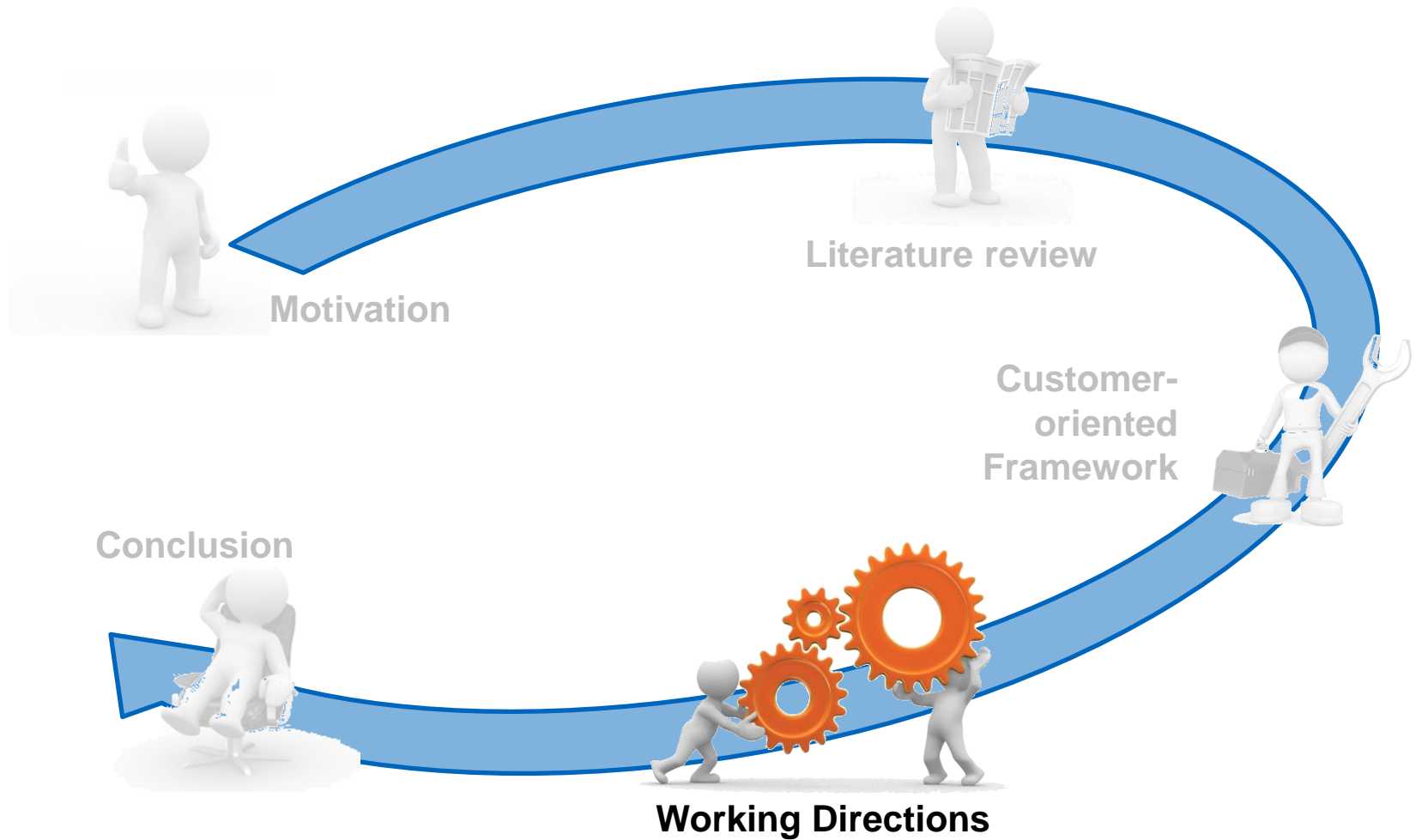
Customer Barriers



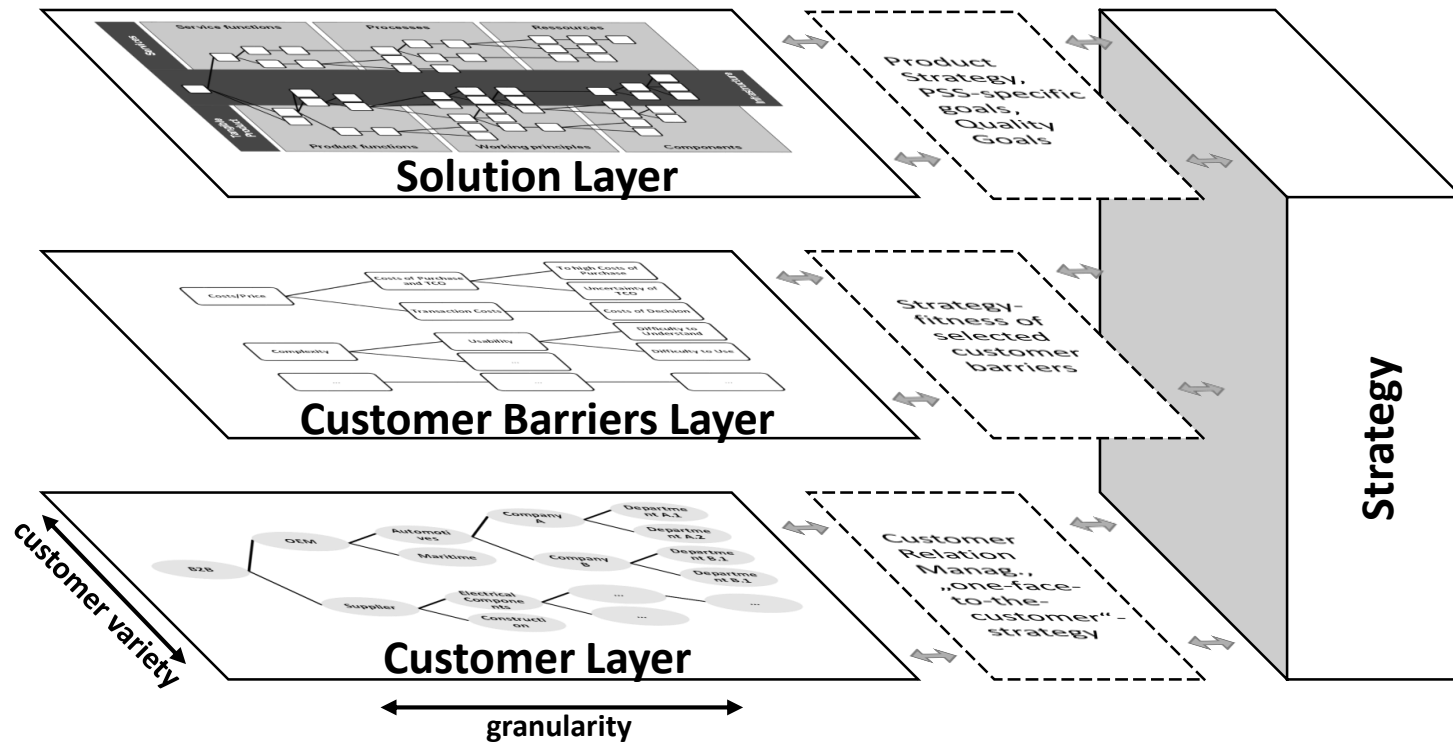
Solution Layer



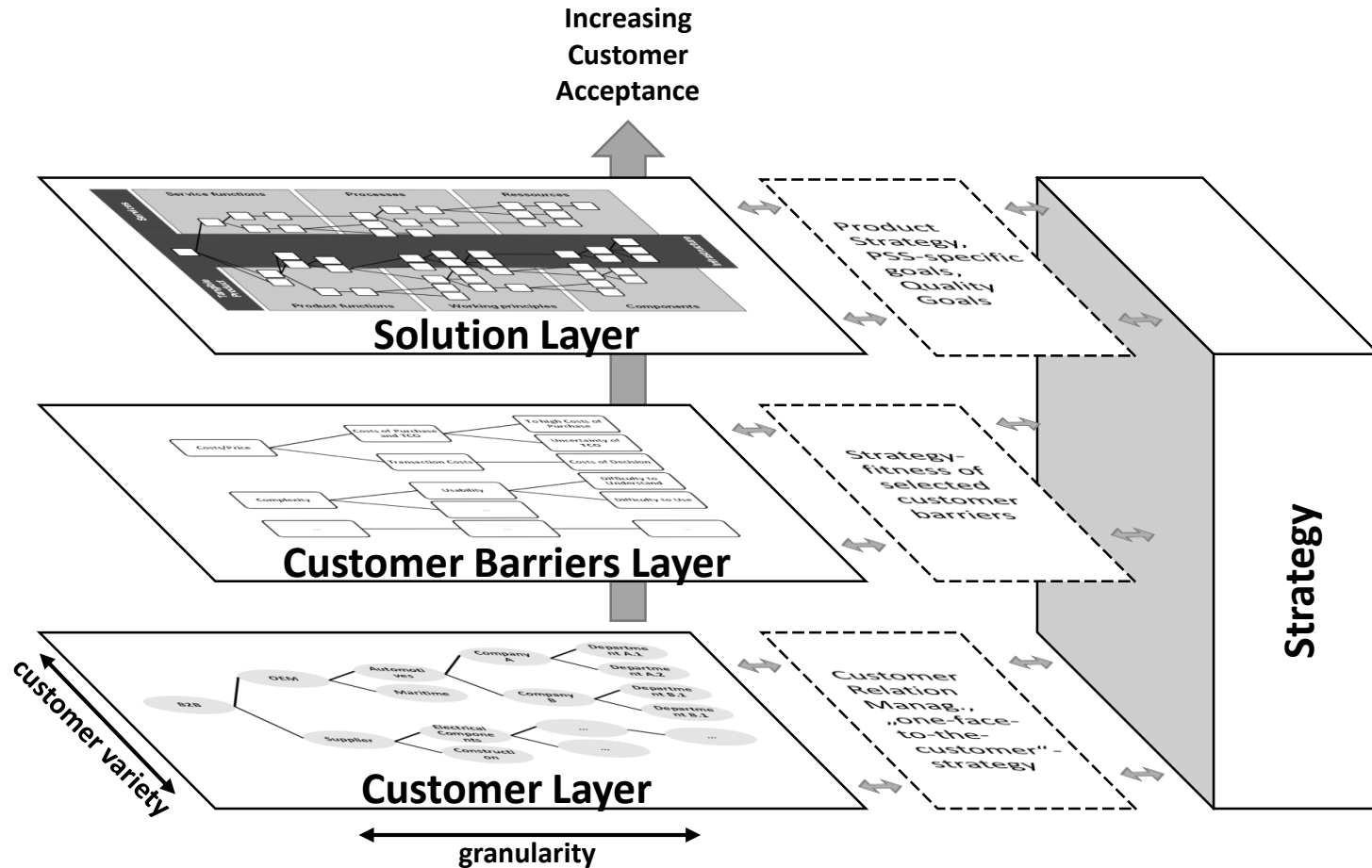
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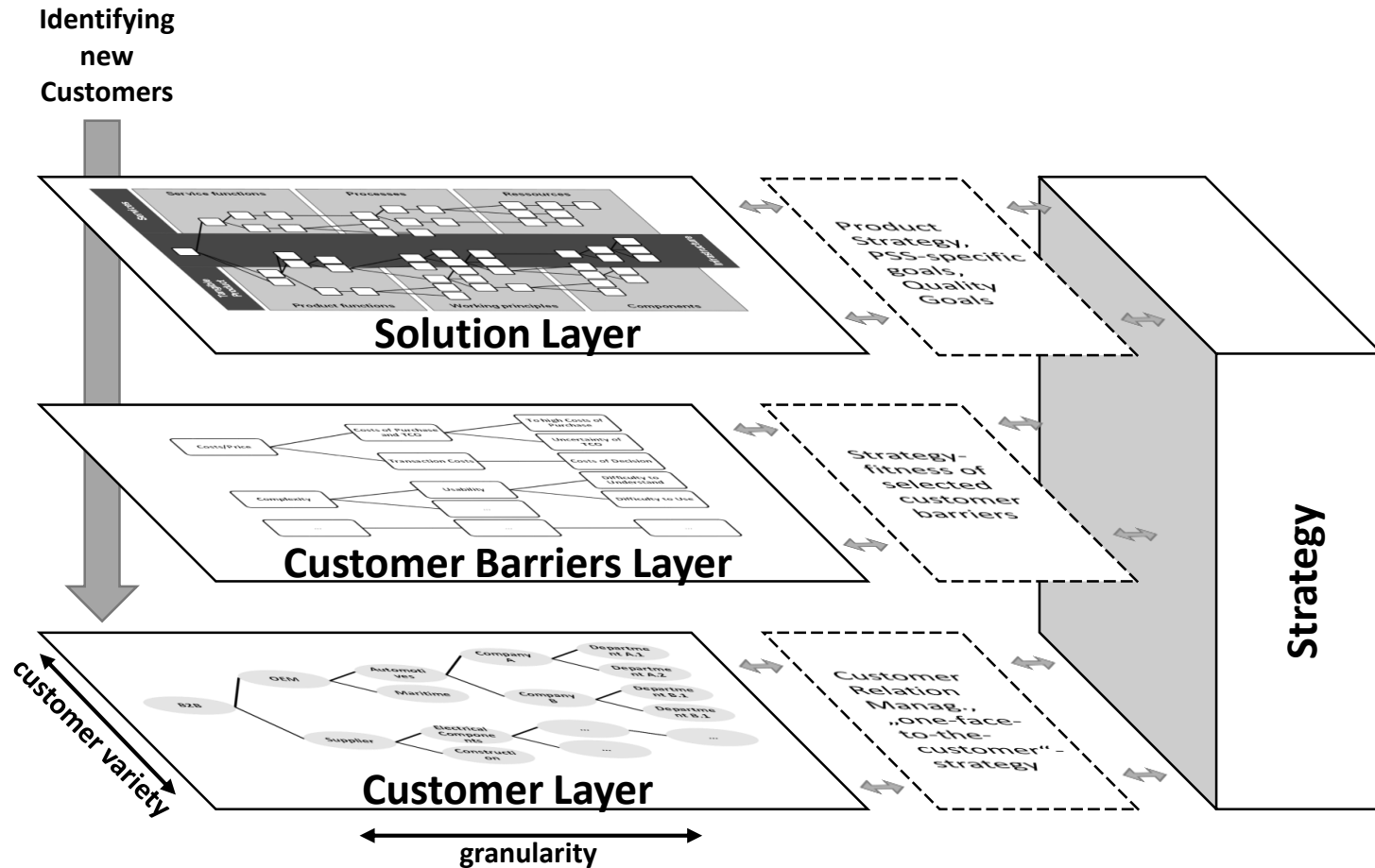
Working Directions



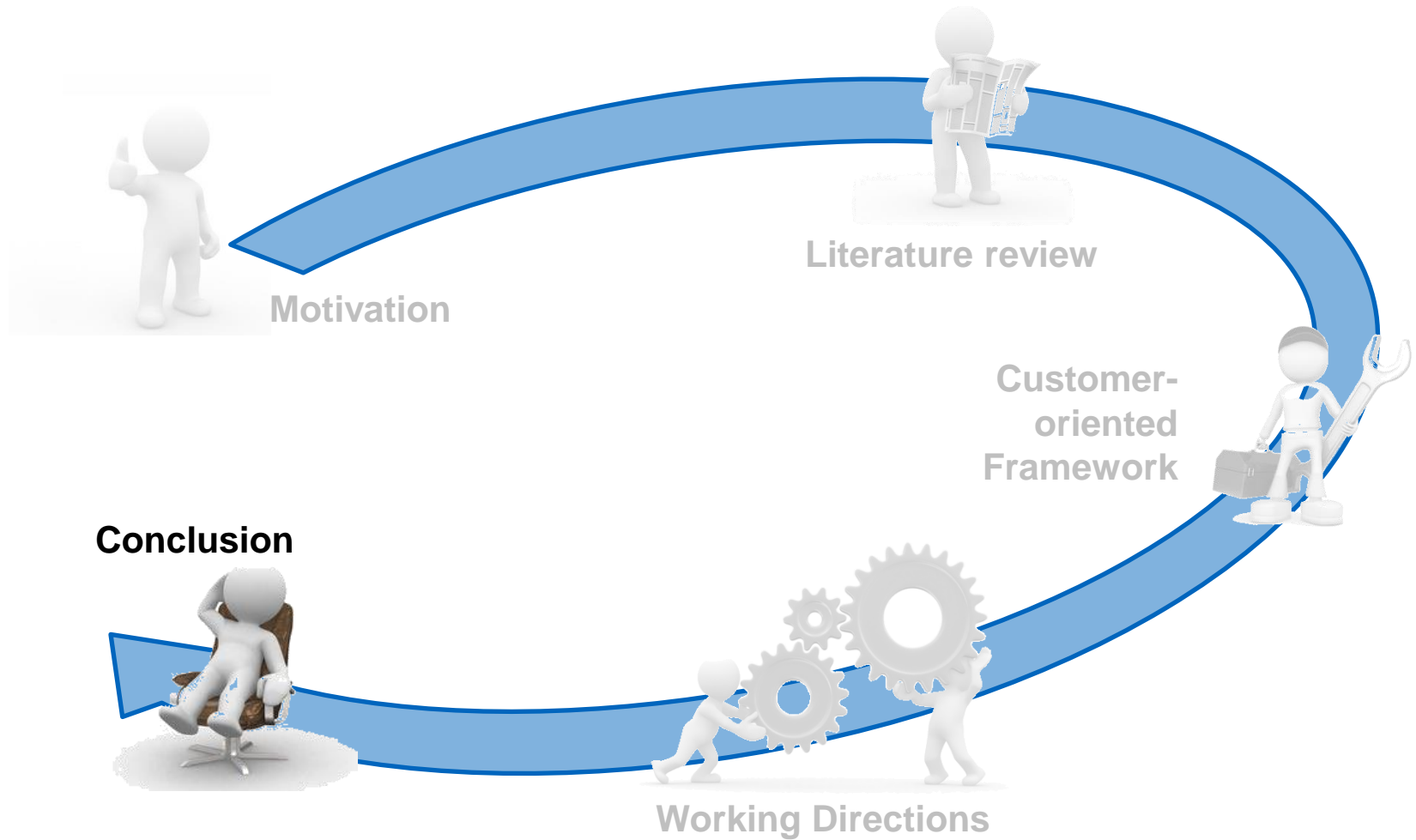
Working Directions



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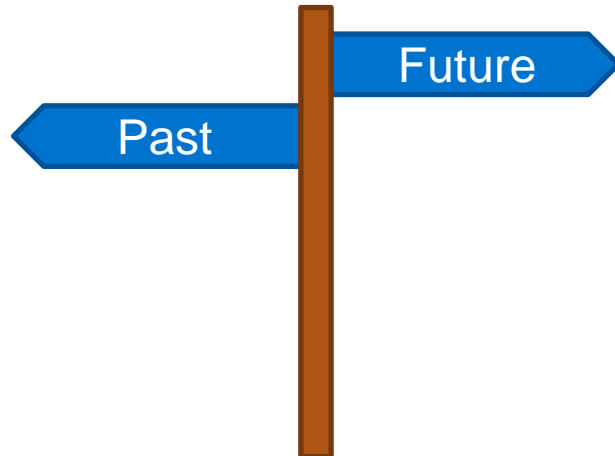
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Conclusion & Outlook

Conclusion

- Basic assumption of the framework: PSS can reduce the influences of customer barriers
- Beyond the customer and the PSS, strategical aspects must be considered



Outlook

- Evaluation of in an industrial case
- Focusing the dependencies between the layers (Customers → Barriers → Solution)
- Focusing strategical influences on the layers

Thank you for the attention!

