

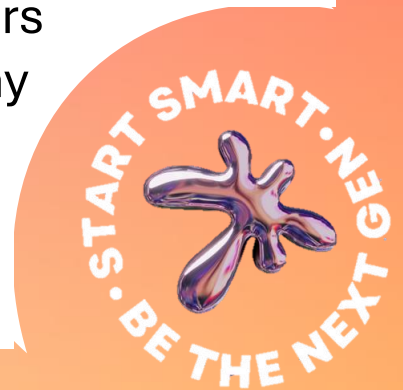
Service Design with AI





Service Design

- Introduction video
 - Video: Designing the Future
 - Podcast: AI and Service Excellence Design
 - Prompt exercises
 - Further reading
-
- This study pack takes about 1-2 hours to complete depending on how many prompt exercises you'll try.



Watch the introduction video!



This video is created with HeyGen.



Watch the video on AI and service design.





Listen to the podcast:
AI and Service
Excellence Design

This podcast is created with Notebook LM.

Hands-on prompting exercises 1/2

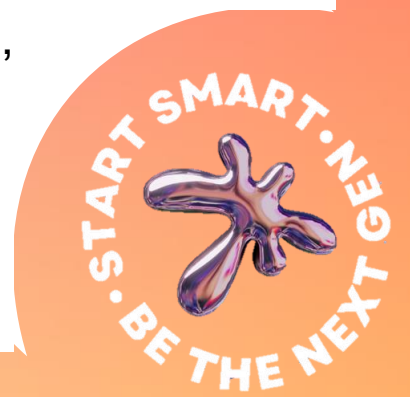
Prep: Provide a service scenario brief (e.g. online retail checkout).
Make sure to anonymize it if needed.

1. AI-Augmented Journey Map

- **Prompt:** “Here’s a service scenario for new customer onboarding at [company]. Generate a customer journey map with five stages, listing touchpoints, potential pain points, and improvement ideas at each step.”
- **Goal:** Learn to extract structured journey frameworks from GPT.

2. Persona from Real Customer Data

- **Prompt:** “Based on these 50 customer survey comments, create three distinct personas, including name, demographics, goals, and top frustrations.”
- **Goal:** Practice summarizing qualitative data into actionable personas.



Hands-on prompting exercises 2/2

3. Customer Feedback Synthesis & Prioritization

- **Prompt:** “Here are 100 raw customer feedback comments from our post-service survey. Summarize the top themes customers mention, assign each theme a priority score based on frequency and impact, and suggest AI-driven actions for each theme.”
- **Goal:** Practice feeding unstructured qualitative data into LLM, extracting key insights, and using AI to prioritize and recommend concrete service improvements.

4. Service Blueprint Draft

- **Prompt:** “Using the journey map from Exercise 1, draft a service blueprint that includes front-stage actions, back-stage support processes, and enabling technologies.”
- **Goal:** See how GPT can layer operational details beneath customer experience.

5. Generative Ideation & Visualization

- **Prompt:** “Propose five innovative service enhancements for [experience], then generate three prompts to visualize each concept.”
- **Goal:** Combine text-based ideation with image-generation prompts for rapid prototyping.



Further reading

- **Redefine Your Design Skills to Prepare for AI**

<https://www.nngroup.com/articles/prepare-for-ai/>

- **The Secret to Successful AI-Driven Process Redesign**

<https://hbr.org/2025/01/the-secret-to-successful-ai-driven-process-redesign>

How Service Design Will Evolve with AI Agents

<https://www.nngroup.com/articles/service-design-evolve-ai-agents/>

- **From Promising to Productive: Real Results from Gen AI in Services**

<https://www.mckinsey.com/capabilities/operations/our-insights/generative-ai-in-operations#from-promising-to-productive-real-results-from-gen-ai-in-services>

- **Teach AI to Work Like a Member of Your Team**

<https://hbr.org/2025/04/teach-ai-to-work-like-a-member-of-your-team>



UPSKILLING ENTREPRENEURS WITH AI

Join our
AI enhanced
entrepreneur
programme
to learn the
business skills
of tomorrow!



START SMART.
BE THE NEXT GEN.

A shiny, metallic, 3D star-like shape with five points, rendered in a blue and silver gradient, positioned in the center of the circular text.

☀️ Training is FREE for participants! ☀️

Interreg



Co-funded by
the European Union

Central Baltic Programme



Interreg



Co-funded by
the European Union

Central Baltic Programme

UPBEAT

This activity was supported as part of UPBEAT, an Interreg Central Baltic Programme 2021- 2027 project co-funded by the European Union.

**Upskilling Immigrants for
Business Planning and Entrepreneurship
using AI Technologies**

