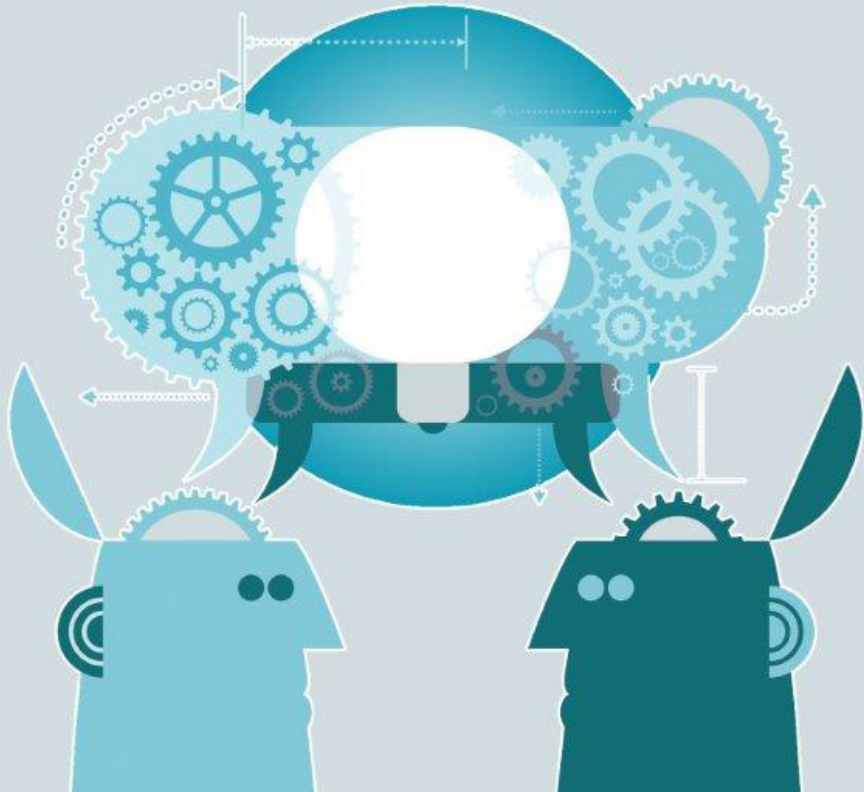


SERVICE CLUSTER DENMARK



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In Service Cluster Denmark, we believe in knowledge as a foundation for growth in Danish companies. We therefore consider it our most important task to create strong cooperative relationships among Danish companies, universities, and knowledge-intensive institutions.

Service Cluster Denmark offers free access to all companies that wish to develop new services founded on research-based knowledge in order to strengthen their business models for exploiting future business opportunities. Spanning traditional service professions such as cleaning, retail, business services, and industry service departments, Service Cluster Denmark approaches companies where service innovation challenges are most prominent.

Service Cluster Denmark organizes a wide array of networking activities including workshops, seminars, and conferences, centered on new inspiration, testing, and debate. In addition to this, Service Cluster Denmark offers workshops, conferences and projects where companies, universities, and knowledge-intensive institutions, domestic as well as international, are brought together to address joint challenges and solutions.

Membership in Service Cluster Denmark is free of charge. A membership provides access to all events and to the network's project exchange, where ideas for new services and the business models of the future are formed and translated into new collaborative ventures and project proposals.

PARTNERS



FACTS AND FEATURES OF SERVICE CLUSTER DENMARK

- Service Cluster Denmark was founded on December 1st , 2010
- Service Cluster Denmark has 784 members
- According to the latest count, 1093 Danish companies have spent 4,988 hours with Service Cluster Denmark
- Service Cluster Denmark has held 43 seminars and conferences, and conducted 28 workshops and 13 development courses
- In 2012, Service Cluster Denmark's website had 9,371 unique visits – and more than half of the visitors were newcomers
- Service Cluster Denmark is one of 22 national innovation clusters financed by The Danish Agency for Science, Technology, and Innovation
- Service Cluster Denmark is a part of Netmatch, which is the unifying platform of the Danish innovation clusters
- Service Cluster Denmark has been awarded the Bronze Label by the European Cluster Excellence Initiative (ECEI).

SERVICE – IN BRIEF

In Service Cluster Denmark, we are frequently asked: what is service really all about?

The boundary between service and manufacturing is rapidly blurring. As a result, it becomes increasingly uninteresting to spend time and money on investigating where a product ends and where a service begins. The client wants "the full package". Nobody wants a car without an auto mechanic, a windmill without a service contract or a haircut without a pair of scissors.

It is often difficult for companies to find the ideal mix of product and service offering that creates a successful outcome for the customers. Regardless of whether the company is a service-oriented company or a manufacturing company, the common feature of a service challenge is that the way in which the company generates its revenues - its business model - changes significantly.

The way in which companies establish themselves, and retain and understand their customers, also changes significantly. These changes affect the way companies collaborate and organize their activities.

When we at Service Cluster Denmark state that we work with service, we therefore refer to three aspects:

1. Business models that revolve around services
2. User insights and user needs for new services
3. Design of organization and strategy within the service business

The point is that service is not everything, but service is for everyone!

CASE: ELECTRIFY YOUR SERVICE

FAUST BIO-FLOW – OPTIMAL SERVICE FROM A DISTANCE

Faust manufactures and sells biomass boilers to match all needs, from smaller farms to large agricultural companies and industry.

Faust has developed an innovative service system that radically reduces the biggest concern of the customers: downtime on their biomass boilers. The system is an instant service that in 95% of all cases can determine whether or not there is an error on the boiler. This does not require any on-site assessment of the boiler. This saves time and money for both the customer and for Faust, as waiting time and expenses related to a visit from a service technician are often eliminated. The system runs on cloud technology and automatically finetunes the boiler to ensure an optimal combustion; it also provides maintenance alerts. The customer can adjust the system according to specific needs for operating data and maintenance reminders.



From a business model perspective, the IT system sets the stage for a value-creating, tangible, and educating interplay between Faust and the customer.

[#service optimization](#) [#service and upselling](#) [#customer dialogue](#) [#digital service](#)

Read more about Faust
– www.faust.dk

CASE: BUSINESS MODELS

MUUSE – FASHION PORTAL AND WEBSHOP

MUUSE puts an end to the massive waste of resources created by overproduction within the clothing industry. Instead of following the industry's reckless mass production of clothes, and subsequent destruction of unsold items, MUUSE produces collections based on demand. Every design is thus produced in small batches based on data-tracking of the customer's visits on www.MUUSE.com.

MUUSE's business model is equally based on value chain integration, sustainable production, and a high service level.

Especially the high level and quality of service is prioritized at MUUSE. Through identification and evaluation of all customer touch points, MUUSE delivers a service design that optimizes the customer experience – from the first website visit, through online guides and design descriptions, to delivery of the order, wrapped in luxurious packaging.



The result is an exceptionally low product return rate, compared to the E-tail industry, of only 5%.

[#value chain innovation](#) [# service design](#)

Read more about MUUSE
– www.muuse.com

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