

## SERVICE DOMINANT LOGIC IN PRACTICE: APPLYING ONLINE CUSTOMER COMMUNITIES AND PERSONAS FOR THE CREATION OF SERVICE INNOVATIONS

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### Abstract:

Many companies try to adopt a service-oriented perspective when developing new offerings. Drawing on a case study with the Swiss Federal Railways (SFR), it is explored how “value-in-context” and “co-creation” can be put into practice. The findings suggest, that personas that were constructed based on the results from an online customer community can help managers to improve their offerings in a service-oriented way. The service-oriented perspective supports the search for innovation potential by posing the question of how the creation of value jointly with customers can be improved. This requires a holistic view of customers, along with customer details beyond retrospective methods such as surveys or interviews. Observations of everyday life provide a valuable complement, because they initiate innovations not explicitly based on wishes formulated by customers, but on customer practices. Online customer communities are a very helpful tool to get a holistic view of customers. They unveil value-in-context and practices of customers which are important sources of innovation. They allow customers to play an active role in the innovation process. “Value-in-context” data and practices have to be presented in a way that researchers, marketing specialists and developers can understand and use it for developing new services. The persona approach consolidates user behaviour and contextual data and is therefore a powerful tool for putting service orientation into practice. Using self-reporting tools, like an online community helps companies to get a holistic view of their customers and strengthens their active role in the innovation process. Personas are a valuable method to present the customer data in a way that developers and marketers can “translate” the customer insights into service-oriented new offerings.

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