

Title: Service productisation through standardisation and modularisation: an exploratory case study

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Abstract: This research study examines service productisation through the standardisation and modularisation of service. This concept is studied and applied to a professional service company which is running a productisation project for improving its services. This productisation project continues further through defining, describing, and developing a service platform and standardisation of its overall services. The main objective of this study was to promote sales through the identification and definition of products and their accompanying services. Moreover, the study explores and applies service development models, namely the model of integrating markets, modular service platform, identification of modules using design structure matrix (DSM), and model for service automation. Furthermore, the study also aims to find solutions for the standardisation and modularisation of services through these models and investigates the associated benefits and issues related to overall services.

Keywords: Standardization, productization, modularization ,service development

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