

STRATEGIC PARTNERSHIP  
PRODUCTIVITY OF SERVICES



# A Quick Survey on Service Productivity

Results 2011



# Executive Summary

- Among the service research community a short survey about personal opinions on the state of the art of service productivity was conducted in autumn 2011. 61 people participated.
- The mentioned meanings of service productivity mainly focus on the traditional understanding “output divided by input” in combination with the characteristics of services.
- The participants assessed research about service productivity at the moment as...
  - slightly more general (56%) than industry-focused (44%)
  - definitely more young (87%) than mature (13%)
  - slightly more disciplinary (57%) than interdisciplinary (43%)
- More need for action from all stakeholders is requested in all eight fields (relevance ranking): service development, scientific basis & service science (= service research), SME, service systems, micro-/macroeconomics, technology, service work, controlling.
- In consideration of stakeholders, more need for action is demanded from the economy (37%) as well as from science (34%) and politics (29%).
- The attention for the topic “service productivity” increased over the last years (there has been a significant increase of publications from the participants point of view).



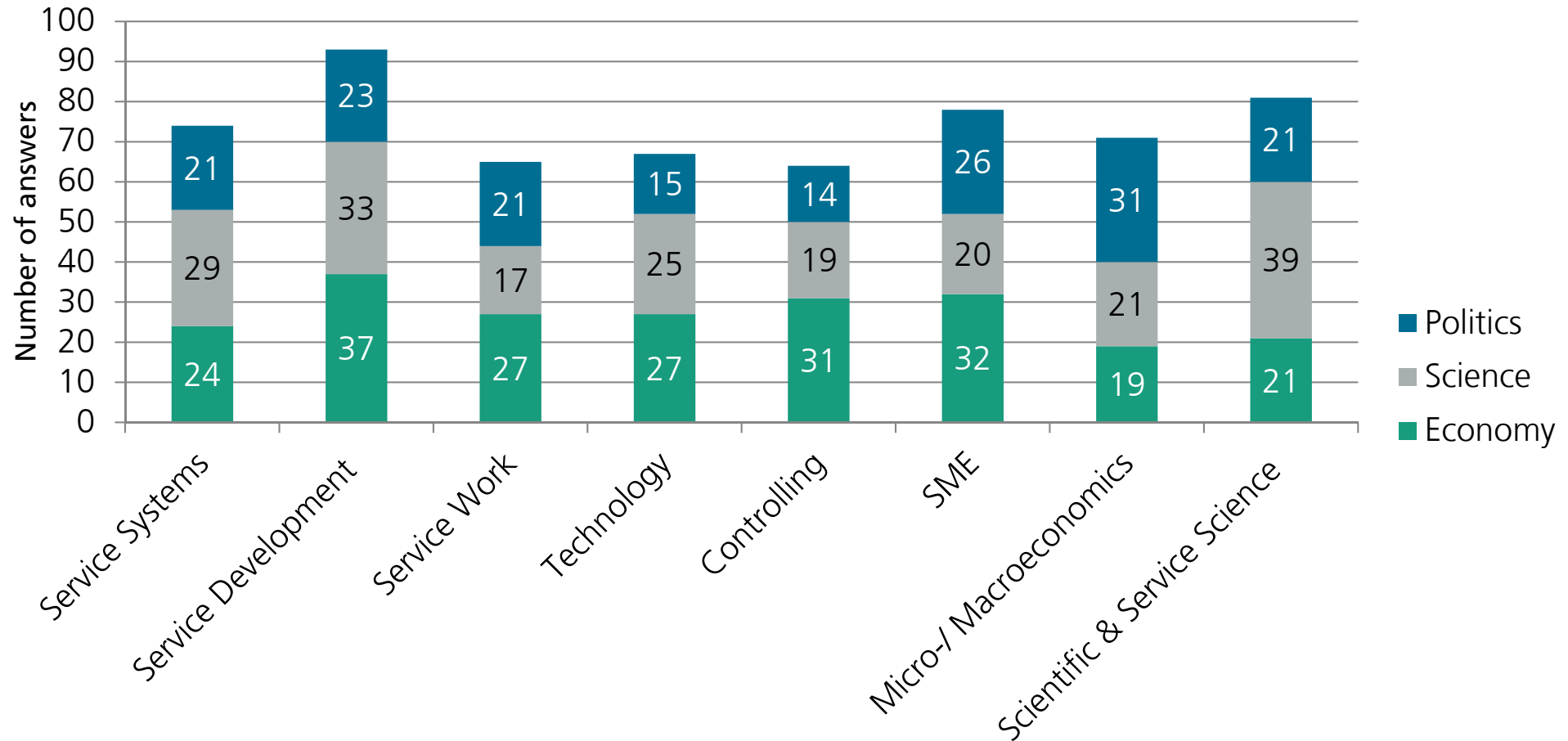
# Survey Characteristics

- Target group: experts from research, economy or politics
- Survey objectives:  
The intention of this survey was to gain insights into personal opinions about the topic of service productivity. More precisely:
  - which stakeholders are responsible to foster service productivity
  - the state of the art of service productivity
  - assumptions concerning specific service productivity statements
  - level of knowledge about service productivity
  - and: what does service productivity mean to the participants
- Survey duration: September 6th – October 14th, 2011
- Methods: interviews with questionnaire at 2 conferences and online-survey
- Number of participants: 61



# Which stakeholder should be more active regarding specific aspects?

N= 59, multiple choices



# Which stakeholder should be more active regarding specific aspects (multiple choices)?

	Service Systems	Service Development	Service Work	Technology	Controlling	SME	Micro-/ Macro-economics	Scientific & Service Science	Total
Economy	24	<b>37</b>	27	27	<b>31</b>	<b>32</b>	19	21	<b>218</b>
Science	29	<b>33</b>	17	25	19	20	21	<b>39</b>	203
Politics	21	23	21	15	14	26	<b>31</b>	21	172
Total	74	<b>93</b>	65	67	64	<b>78</b>	71	<b>81</b>	593

- Regarding the specific aspects of service productivity, more need for action is demanded in all eight fields, while the distribution among these fields is widely spread.
- Service development has the highest demand to foster service productivity, followed by scientific basis & service science and SME.
- In consideration of stakeholders, more need for action is demanded from the economy (37%) as well as from science (34%) and politics (29%).
- For the economy as a stakeholder most need for action is required for service development, SME and Controlling.
- For science as a stakeholder, not surprisingly, more need for action is required for scientific basis & service science (remark: it seems that the term was interpreted as equivalent to the term service research).
- For politics as a stakeholder self-evidently the field "micro- and macroeconomics" is a field of action to promote service productivity.

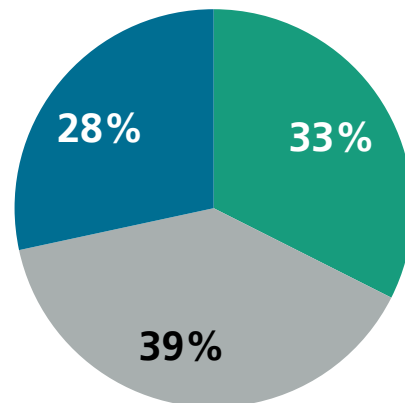


Question 1:

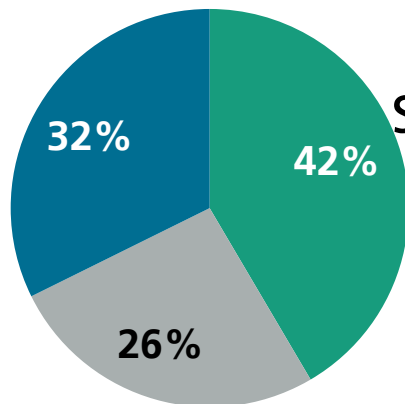
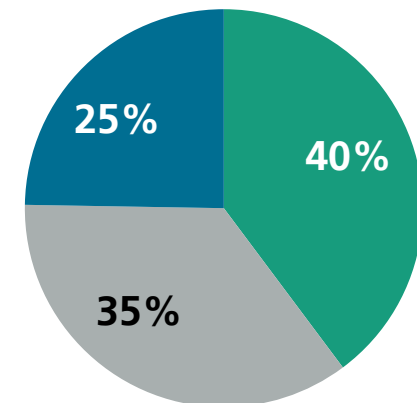
# Still a lot of things to get done...

## ...but whose turn is it?

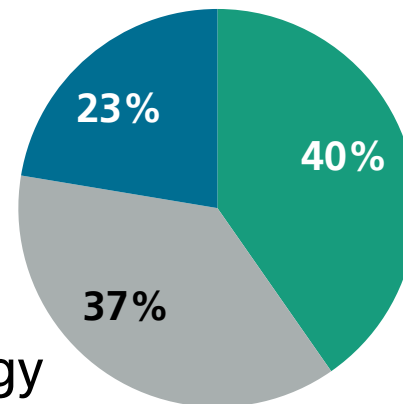
Service Systems  
n = 74



Service Development  
n = 93



Service Work  
n = 65



Technology  
n = 67

### Legend:

- Economy
- Science
- Politics

N= answers = 59  
n= number of entries,  
multiple choices

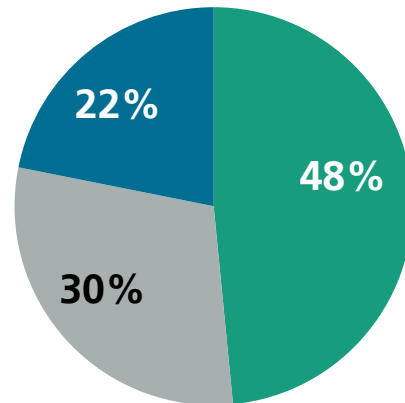


Question 1:

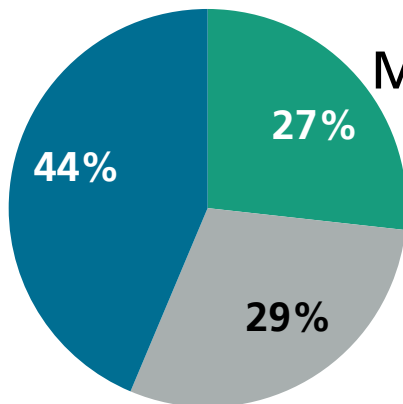
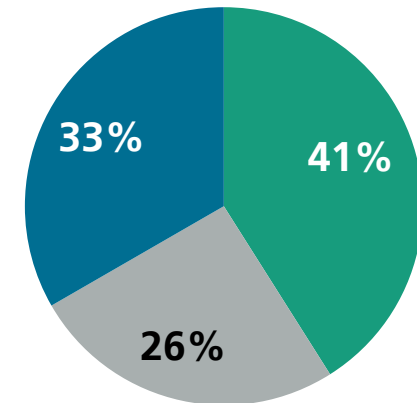
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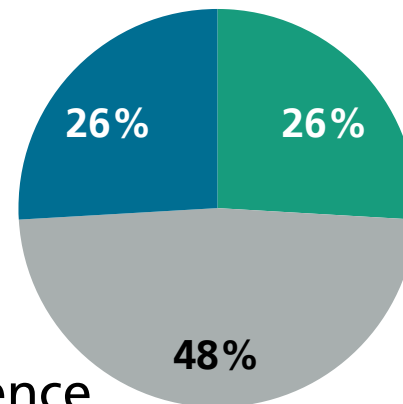
Controlling  
n = 64



SME  
n = 78






Micro-/ Macro-  
Economics  
n = 71



Scientific &  
Service Science  
n = 81

Legend:

-  Economy
-  Science
-  Politics

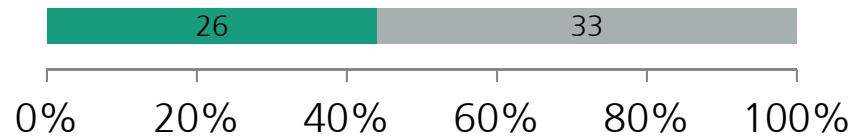
N= answers = 59  
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Question 2:

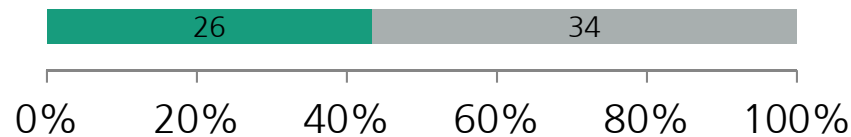
# Research in Service Productivity at the moment is...

Industry-focused



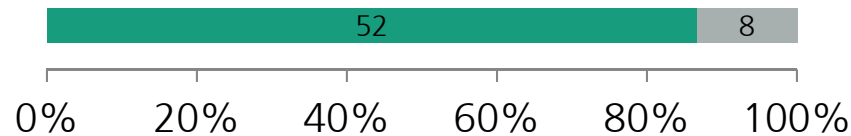
General

Interdisciplinary



Disciplinary

Young

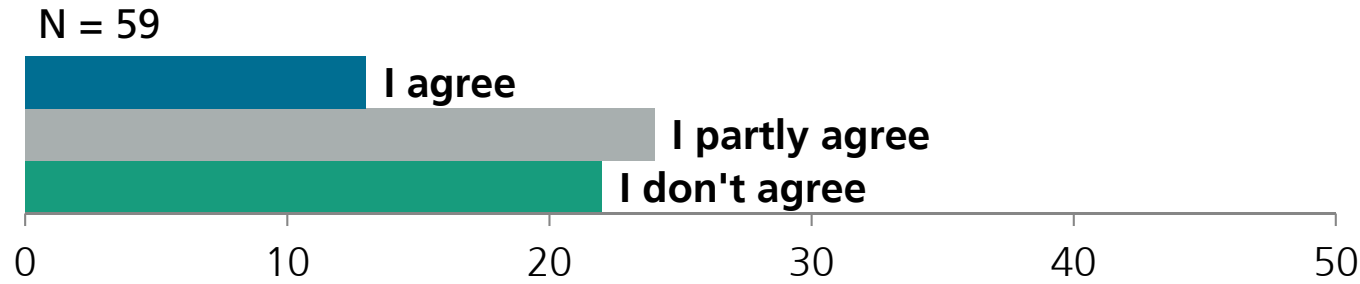


Mature

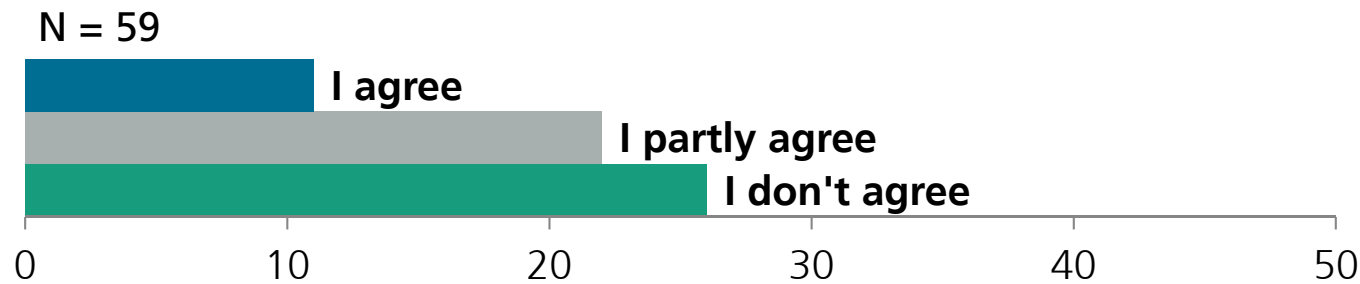


Question 3:

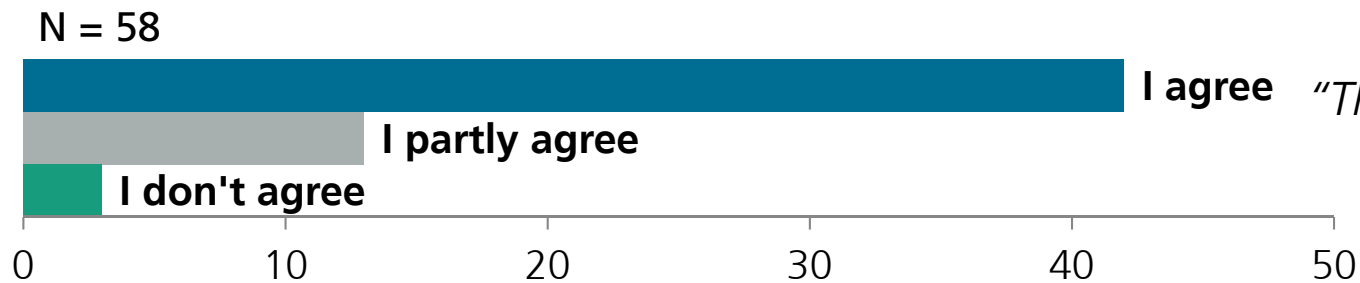
# Your opinions about the following assumptions...



*"The USA play the biggest part in the field of service productivity research."*



*"The best-researched branch of service productivity is macroeconomics."*



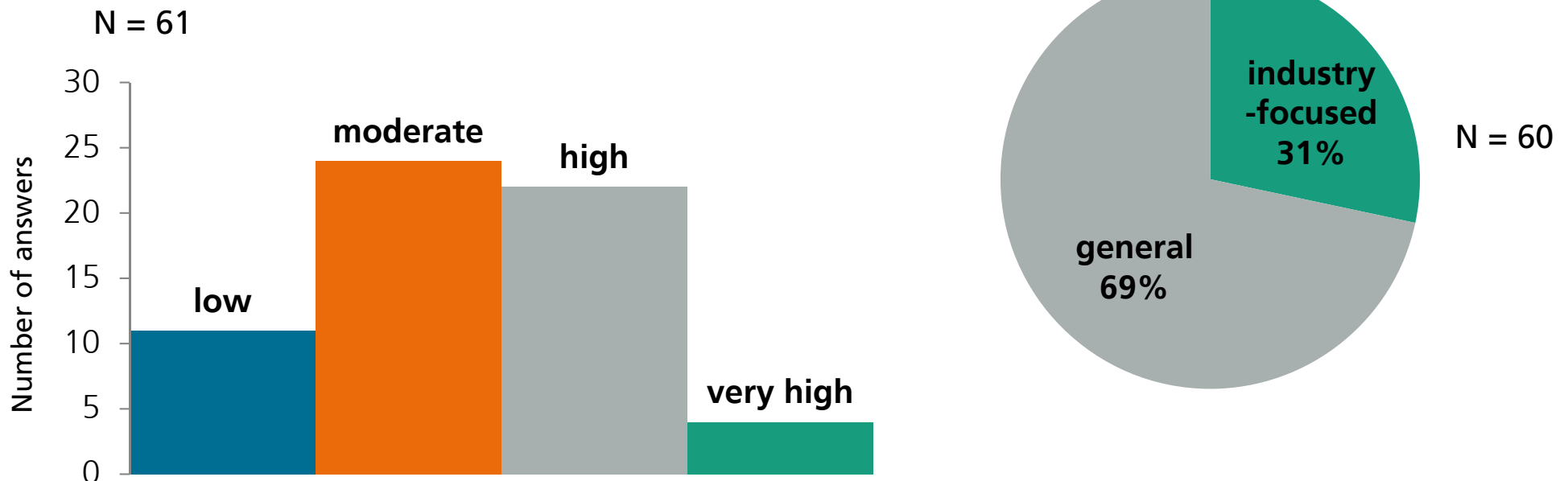
*"The number of publications on service productivity worldwide is increasing over the last years."*

Number of answers



Question 4:

# Your personal level of knowledge about productivity of services is:



The participants show a medium level of knowledge and not surprisingly with a general perspective (because the survey was conducted among the research community).



**“Service Productivity means to me...”**

Participate on  !

Use your twitter account with the **hashtag #dlprod2020**.

Twitter feed available at:

**[www.service-productivity.de/en](http://www.service-productivity.de/en)**



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Further information about the strategic partnership can be found on the Internet at:

**[www.service-productivity.de/en](http://www.service-productivity.de/en)**

**reference number: 01FL09003**

