Information for journalists and media representatives
“ServLab”

It is a matter of fact that companies rarely develop their new services in a systematic way and new concepts are not tested adequately before they are marketed. The result is that particularly cost-intensive improvement measures become necessary afterwards.

Fraunhofer IAO and its partners have therefore bundled their knowledge and experience into a unique “laboratory”. The ServLab offers solutions for a wide range of objectives and tasks in the field of service provision, thereby facilitating an integrated analysis of people, technology and organization as well as the customer focus.

As a holistic platform, the ServLab is not only used to develop and design new and innovative services, but also offers a wide range of modern methods, techniques and technologies for testing, modelling and simulating these services in a realistic context. New services can, for instance, be visualized and tested using virtual reality, and work organization measures can be implemented as prototypes. Inside the service laboratory, not only are innovative interaction concepts developed, but learning scenarios are also created where company staff can become familiar with these concepts and rehearse them.

Further information: www.servlab.eu

Explanatory films on YouTube:
What are “smart services?”: https://www.youtube.com/watch?v=i1opVJynSMI
Fraunhofer ServLab explained in simple terms: https://www.youtube.com/watch?v=QoDzFOCB_JM

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**Photo material**

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**ServLab (1)**  
**Acting out service scenarios in the ServLab:**  
Researchers use the ServLab to develop and test out new service concepts. In the process, they employ innovative ‘service theater’ methods that allow them to shape customer-employee communications in a targeted way.

Photo: Ludmilla Parsyak © Fraunhofer IAO

**ServLab (1b)**  
**Acting out service scenarios in the ServLab:**  
Researchers use the ServLab to develop and test out new service concepts. In the process, they employ innovative ‘service theater’ methods that allow them to shape customer-employee communications in a targeted way.

Photo: Ludmilla Parsyak © Fraunhofer IAO

**ServLab (2)**  
**Developing new services in the ServLab:**  
In the ServLab, ideas for new services become a reality. Customers and employees are closely involved in discussing and implementing these ideas.

Photo: Ludmilla Parsyak © Fraunhofer IAO
ServLab (3)
Direct gathering of customer feedback in the ServLab:
If new services do not meet customers’ needs, they will inevitably be a commercial failure. The ServLab provides numerous opportunities for gathering direct feedback from customers so as to ensure that services are developed successfully.

ServLab (4a)
Using virtual reality to design services:
A modern virtual reality projection system is part of the technical infrastructure of the ServLab. This makes it possible to visualize ideas for services at an early stage, and also to communicate these ideas better to customers, employees and management.

ServLab (4b)
Using virtual reality to design services:
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**ServLab (5)**

**Looking at services through different eyes:**
In the ServLab, researchers can simulate new services and see things from different angles. Using virtual reality, even details can be visualized and then systematically developed in close cooperation with customers and employees.

![Photo: Ludmilla Parsyak © Fraunhofer IAO](image)

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**ServLab (6)**

**The feedback system in the ServLab:**
The ServLab provides numerous opportunities for gathering direct feedback from customers so as to effectively support the development of new services.

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