

A Symbiosis-Based Value Co-Creation Framework for Service Delivery Design

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ABSTRACT: *This paper proposes a service delivery design framework as a means-end tool for modeling, designing, and developing the service systems (e-service) which can fulfill (semi-)automated value co-creation between the service providers and the customers. In order to achieve the goal of service innovation, this study arise concerns how an innovative e-services can be systematic service process according to the proposed service delivery design framework. However, the framework takes into account a novel service delivery classification and individual criteria. In this paper, either service delivery classification or the counterparts of service performance measures emerged from the ecological symbiosis perspective through analytic and synthetic methods. The proposed service delivery design framework defines two dimensions -- continuity of co-creation and mutual adaptability -- characterized by the process of exchanging service/benefit and building relationship (i.e., partnership) involved within a service. The framework indicated that how the interactions and the service/benefit exchange between the service provider and the consumer can conduct in a service delivery process. To build partnership by the service participants due to mutual adaptability whose they adapt to the counterpart of service (i.e., the service provider or the customer). This paper accordingly classifies the six categories of service delivery based on ecological symbiosis perspectives. To examine individual service performance is derived from a set of criteria of species' performance measures in ecological mutualism including proximate response, evolved dependence, and ultimate response. The service delivery systems comply with the characteristics and criteria in the framework to demonstrate the sets of methodology for innovative service delivery design.*

KEYWORDS: *Service Delivery Innovation, Value Co-creation, Classification, Service Delivery Design Framework, Service Performance, Mutualism, Collaboration.*

1. Introduction

Service systems, in general, are made up of large numbers of interacting consumers and producers who co-produce value. The dynamics of their interactions are driven by the constantly shifting value of knowledge distributed among consumers and producers, evolving in difficult to predict ways. Consequently, the design of service systems driving