

E priedas. Danijos ekspertų apklausos anketa (siūlomo modelio komponentės tinkamumo vertinimui)

Dear expert,

I am a doctoral student at Vilnius Gediminas Technical University, Faculty of Business Management and working on research for my dissertation called Modelling of Service Development Process. The aim of this research is to empirically prove the suitability of the recently created model composition for the development of new services for business entities. In order to achieve the aim, I kindly ask you to rate all individual actions assigned to each stage (preparation, analysis, formation, realization) of the model from 1 (very important) to 8 (not important at all).

Your answers will help to determine which of the following actions are the most significant during every stage of the new services development model.

Based on the ethics of researchers, I undertake and warrant you that all requirements of confidentiality will be respected and fulfilled. If you wish, I can send you the summarized results of this survey after completing the research. I am grateful for your insights and contribution.

GENERAL INFORMATION ABOUT AN EXPERT

1.	Represented company (write in)	
2.	Education (write in)	
3.	Job position (write in)	
4.	Total work experience in the service sector (in years) (underline the best option or specify your own)	0–3 6–10 16–20 4–5 11–15 21–25 Other (<i>please specify</i>)
5.	Your experience in creating, developing and introducing new services to the market (in years) (underline the most appropriate option or write your own answer)	0–3 6–10 16–20 4–5 11–15 21–25 Other (<i>please specify</i>)

INFORMATION ABOUT THE DEVELOPMENT AND PROVISION OF NEW SERVICES IN THE REPRESENTATIVE COMPANY

1.	Is your company currently developing a new service or has launched a new service during a period of one year? (underline)	Yes	No
2.	Has the company you represent currently or no more than one year ago developed a product that would be used by your company or another company to provide a service? (underline)	Yes	No
3.	Has the company you represent currently or no more than one year ago developed technological solutions that would be used by the company you represent or other companies to provide a service or improve the delivery process (e.g. reduce time costs, distribute customer flows, etc.)? (underline)	Yes	No

INFORMATION ON THE ACTIVITIES ASSIGNED TO THE STAGES OF THE NEW SERVICE DEVELOPMENT MODEL

Scale of scores

- | | |
|-------------------------------------|-------------------------------------|
| 1 (Very important) | 5 (More unimportant than important) |
| 2 (Important) | 6 (Slightly important) |
| 3 (Fairly important) | 7 (Not important) |
| 4 (More important than unimportant) | 8 (Not important at all) |

Give scores to the actions assigned to the *preparation stage*. Scores may not be duplicated – in each line please write different numbers between 1 to 8.

No.	Assigned actions to the stage	Scores (choose your score from 1 to 8, 1 means very important, 8 means not important at all)
Stage of preparation		
1.	Identifying the demand to develop a new service	Choose your score from the list
2.	Generating new ideas	Choose your score from the list
3.	Employees involvement in the process of new ideas generation	Choose your score from the list

4.	Customers involvement in the process of new ideas generation	Choose your score from the list
5.	Exceptionality of the newly generated ideas	Choose your score from the list
6.	Possibility to realize the newly generated ideas in the current market conditions	Choose your score from the list
7.	The relevance of the ideas to potential customers	Choose your score from the list
8.	Relevance of the ideas to specific groups of customers (e.g., disabled or elderly people, etc.)	Choose your score from the list

Give scores to the actions assigned to the *analysis stage*. Scores may not be duplicated – in each line please write different numbers between 1 to 8.

No.	Assigned actions to the stage	Scores (choose your score from 1 to 8, 1 means very important, 8 means not important at all)
Stage of analysis		
1.	The general preparation of staff	Choose your score from the list
2.	Likely expenses incurred during the development of a new service	Choose your score from the list
3.	Assessment of the market segment that is targeted for the newly developed service	Choose your score from the list
4.	The possibility to apply innovations to the newly developed service	Choose your score from the list
5.	Threat assessment of potential new competitors	Choose your score from the list
6.	Identifying the specific needs of customers	Choose your score from the list
7.	Assessment of ideas proposed by customers towards the newly developing service	Choose your score from the list
8.	Portrait formation of the targeted customer	Choose your score from the list

Give scores to the actions assigned to the formation stage. Scores may not be duplicated – in each line please write different numbers between 1 to 8.

No.	Assigned actions to the stage	Scores (choose your score from 1 to 8, 1 means very important, 8 means not important at all)
Stage of formation		
1.	Employees involvement in the development process of a conceptual service	Choose your score from the list
2.	Simulation of conceptual service delivery among company employees	Choose your score from the list
3.	Elimination of shortcomings of a conceptual service identified by employees	Choose your score from the list
4.	Staff training	Choose your score from the list
5.	Impact of competitors in the stage of formation	Choose your score from the list
6.	Customer involvement in the process of testing a conceptual service	Choose your score from the list
7.	Assessment of observations and recommendations expressed by customers	Choose your score from the list
8.	Elimination of shortcomings of a conceptual service identified by customers	Choose your score from the list

Give scores to the actions assigned to the realization stage. Scores may not be duplicated – in each line please write different numbers between 1 to 8.

No.	Assigned actions to the stage	Scores (choose your score from 1 to 8, 1 means very important, 8 means not important at all)
Stage of realization		
1.	Advertising in various marketing channels	Choose your score from the list
2.	Pricing of a new service	Choose your score from the list
3.	Distribution channels for the new service	Choose your score from the list
4.	Response of the direct competitors to the newly developed service	Choose your score from the list

5.	Improvements caused by the reaction of direct competitors	Choose your score from the list
6.	Trial release of the newly developed service to the customers	Choose your score from the list
7.	Short-term post-launch assessment of a newly developed service	Choose your score from the list
8.	Execution of the minor changes before the full-scale launch	Choose your score from the list

OPEN QUESTIONS

1. Do you think it is necessary to simulate the delivery of a conceptual service with consumers (before the official launching)? Should the simulation of a new service be performed with the employees (before the official launching)?

2. Do you think the short-term post-launch assessment could have any positive impact on the full-scale launch of a newly developed service?

3. If the given score to the action of this questionnaire was a higher one (e.g., 7 (*not important*) or 8 (*not important at all*)) can such actions belonging to the stages of the new service development model be considered inappropriate?

4. What aspects of competitors should be taken into account by the business entity in the stage of formation⁵ while developing a new service?

⁵ One of the four stages of the new service development model (1) *Preparation*, 2) *Analysis*, 3) *Formation*, 4) *Relization*