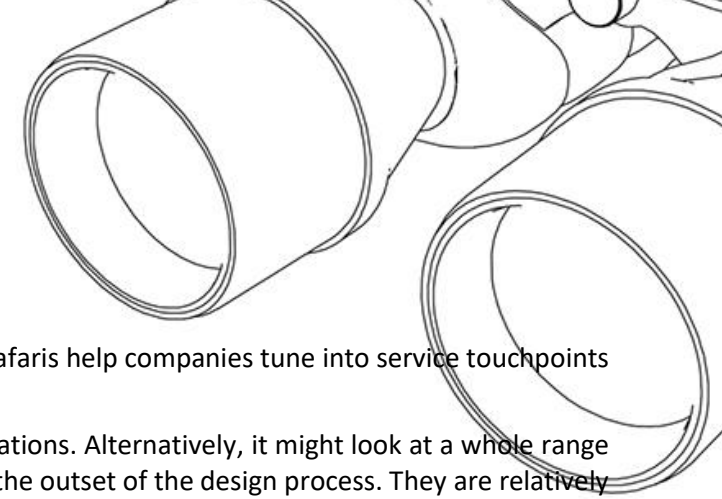


# *Understand your customers experience.*



## **SERVICE SAFARI**

A Service Safari is an experiential process for understanding services.

Researchers go 'on safari' and experience a service first hand to find out what the service experiences is like. Service Safaris help companies tune into service touchpoints and experiences, and interrogate these in new ways.

A Service Safari might be focused at a specific service, or category of services delivered by a range of different organisations. Alternatively, it might look at a whole range of services to get benchmark positive service experiences, to transfer to other industries. Service Safaris are useful at the outset of the design process. They are relatively simple to deliver.

The key to a good service safari is to picking relevant services to 'explore' that reveal insights into inspiring customer service models and experiences.

You need to prepare before the workshop by scouting suitable local services. Choose three or four different services – to compare the experience - unless you are targeting a specific service.

Prepare envelopes with the different Service Safari missions and hand them out to workshop delegates along with the Service Safari tool for making notes and structuring their observations. Service Safari teams should comprise small teams of 2-4 people who go off and experience the service. Each 'explorer' should record their experience in writing, or by using video and photography. An hour is usually sufficient for the fieldwork.

Interacting with a service, observing staff and customers and documenting the environment and materials, can help participants identify how services deliver value to customers. When the explorers return from the Safari, they can then compare notes with other teams and draw conclusions that help the innovation process. By sharing their experiences the team can build a collective understanding and begin to define what makes a great service experience.

Planning a service safari can be time consuming. Here are some issues to consider;

- **Budget:** Service safaris can be expensive, so it's important to agree on a budget with the client before organizing anything;
- **Research:** Choose the services you want the clients to experience. Its usual to go for a mix of services that might be considered good and bad, to ensure a good mix;
- **Plan:** After deciding which services the 'explorers' should try, you may need to book these activities. Draw up a clear schedule of what each person will do on the safari. Participants should be provided with the money needed to pay for the activities on their service safari.
- **Prepare the tools:** Each group on the safari should be provided with tools to document each service, typically a camera and a journal, perhaps one prepared ahead of time with pointers on what to look out for or with a structure for notes.
- **Debrief:** When the participants come back from the safari, they should present their findings and create a list of good and bad aspects of the services. This could be the first activity of a workshop, to explore lessons learned.

The output of a Service Safari is a record of the event (in written or visual form, potentially including photographs, drawings and/or video).