



CATÓLICA PORTO
BUSINESS SCHOOL

SLab – SERVICE MANAGEMENT LAB

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Digital Economy

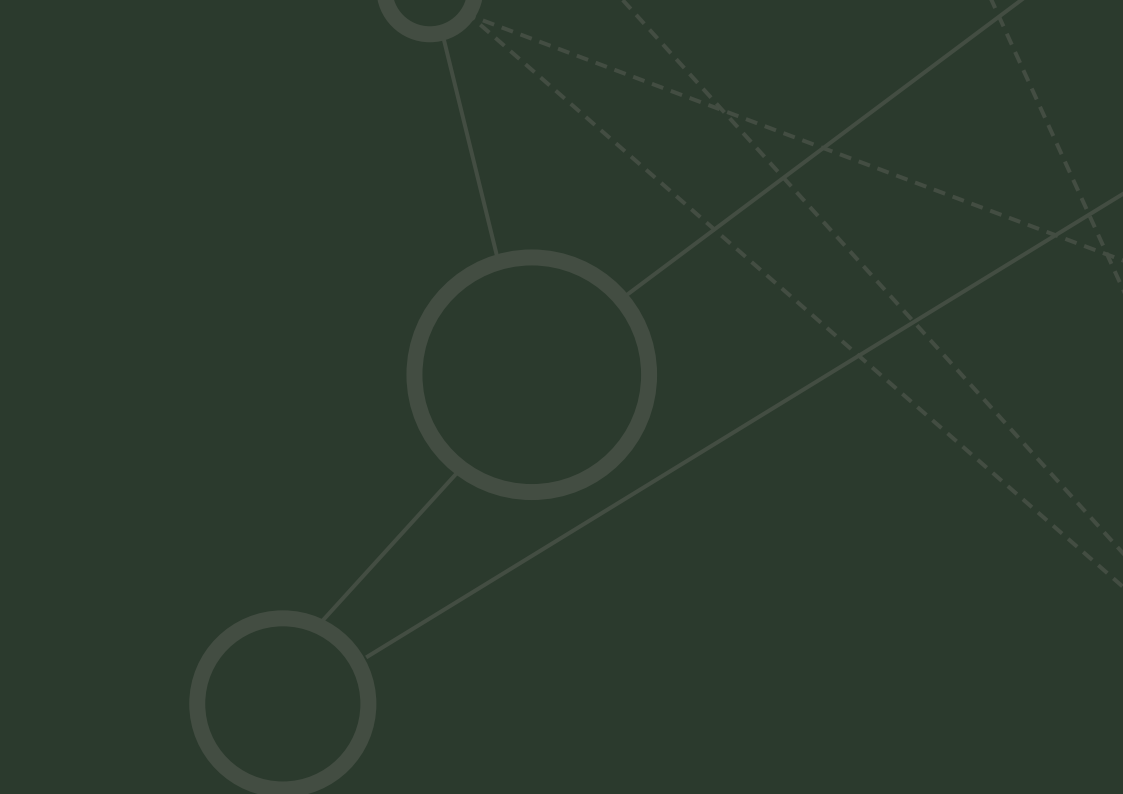
New Service Design and Customer Experience

Service Process Improvement

Benchmarking and Performance Measurement

Servitization

Demand Forecasting and Optimization



S Lab – Service Management Lab – is a cutting-edge research centre of the Católica Porto Business School of Universidade Católica Portuguesa. The objective of S Lab is to produce and transfer knowledge for increasing productivity, quality and innovation in service-related industries and tasks.

Working in close cooperation with companies, S Lab develops research projects focused on real-world problems in several areas of Service Management: **Digital Economy, New Service Design and Customer Experience, Service Process Improvement, Benchmarking and Performance Measurement, Servitization and Demand Forecasting and Optimization.**

Organisations with projects developed by the S Lab Faculty

- ADIRA
- BCP
- BES
- Douro Azul
- EDP
- Fundação para a Ciência e Tecnologia
- Jerónimo Martins
- Ministry of Finance (France)
- Ministry of Finance (Portugal)
- Portugalía
- Rank Xerox
- Siemens
- SONAE
- STCP
- TAP
- NOS

RESEARCH AREAS

Digital Economy

Most of the online and multichannel businesses are service providers and they need to be managed differently from traditional services. S Lab studies online and multichannel business management from a multidisciplinary perspective, including, among others, the following disciplines: Strategy (e.g. business model), Marketing (e.g. digital marketing, social media), Operations (e.g. logistics, customer service) and Information Systems (e.g. systems architecture).

New Service Design and Customer Experience

Services are often designed in an ad hoc and informal manner. Additionally, many services are oriented towards transactions rather than towards the creation of good customer experiences. S Lab develops and applies methodologies for designing services in a structured way that balance customer experience and operational efficiency.

Service Process Improvement

Not all the existing processes within firms work as expected or are designed in a way that optimises flows. S Lab analyses service delivery processes and prepares proposals for improvement through the application of proven methodologies (lean, six sigma, quality).

Benchmarking and Performance Measurement

Increases in productive efficiency enable cost cutting without compromising the quality and the volume of the output that is produced. S Lab develops and applies tools to measure performance (including online tools) and carries out comparative efficiency studies between similar production/service units (e.g. retail outlets, bank branches, schools, hospitals, etc.). These studies make it possible to achieve efficiency gains and to identify the most efficient units (benchmarks) that may be used as references or best practice sites.

Servitization

Increasingly, manufacturing firms are providing services (e.g., product design, maintenance and monitoring of equipment) as a way to differentiate themselves and increase profitability. S Lab studies models to organise and manage service-related activities in manufacturing firms.

Demand Forecasting and Optimization

S Lab combines economic theory and quantitative methods to design solutions that allow organizations to grow their market shares, revenues and profits. We do this by helping organizations to forecast demand, devise price strategies, identify the characteristics of their products and services that consumers value the most, optimize the assortment to offer, and the design and layout of retail outlets.

