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E-Services in Retail – An Extended Service Blueprinting Approach*Jörg Becker¹, Daniel Beverungen¹, Ralf Knackstedt², Axel Winkelmann¹*

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Abstract:

Offering business services is widely considered as a means for superior value creation, and increasing research activities in the emerging disciplines of Service Sciences and Service Science Management and Engineering (SSME) can be ascertained. Even so, service research often focuses on analysing the customer interface of service processes while neglecting the back stage of service delivery. Moreover, services in retail with their distinctive characteristics are also seldom addressed. We propose an adapted service blueprinting approach which we designed to support the digitalization of business services in retail. After comparing traditional service blueprinting approaches we reconstruct a meta model to conceptualize the rather non-formalized service blueprinting approach as a modeling language. Consecutively, we extend the meta model for displaying the degree of digitalization in service systems, comprising physical goods suppliers, retailers and customers as stakeholders. By applying the extended blueprinting approach, we propose IT artifacts to facilitate coupon services in retail.