

Overview of Feedback from the Service Transformation Summit (June 2024)

General Satisfaction and Recommendations

- **Recommendation Rate:** 100% of the respondents indicated they would recommend the Summit to others.
- **Main Reasons for Recommendation:**
 - High-quality networking opportunities.
 - Focused discussions and insights from different industries.
 - The effective format and structure of the Summit, including the balance of presentations and interactive sessions.

Top Insights and Takeaways

Participants shared several key insights and takeaways related to advancing service innovation capabilities:

- The importance of testing value propositions early.
- Ensuring clear accountability for all functions involved in service innovation.
- Developing stronger product management within companies.
- Highlighting the innovation process cycle.
- Emphasizing customer-centric innovation and the need for robust service product management.

Suggestions for Improvement

- **Increase Diversity and Participation:** Several respondents suggested increasing the number of participants to enhance diversity and insights. A larger participant base could bring greater variety and depth to the discussions.
- **Extend Discussion Sessions:** Some feedback indicated a desire for longer interactive sessions to allow more time for detailed discussions and problem-solving.
- **Incorporate Practical Case Studies:** Including practical case studies and best practices was suggested to provide concrete examples and solutions to specific problems.
- **Focus discussion sessions:** The discussion sessions could be more impactful if we have more focus on challenges we encounter and good solutions to overcome them.

What to Maintain

- **Format and Structure:** Respondents highlighted the importance of maintaining the current format, including the mix of presentations, discussion sessions, and networking opportunities. The structure was deemed effective in fostering meaningful interactions and learning.

Ideal Summit Size

- **Participant Numbers:** Opinions on the ideal size for the Summit varied, with suggestions ranging from 21-30 participants to 41-50 participants. The general consensus was to have a size that allows for meaningful interaction without being too large to manage effectively.