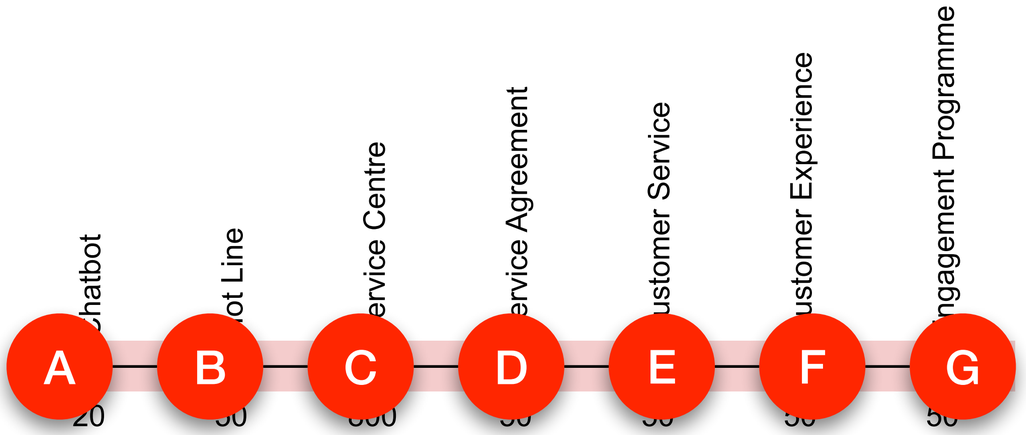
04 Service Costing Optimisation

Model A: Blueprint for iGTC Consulting Service [*]

UNIFORMITY MODEL

Google Sheets

DOWNLOAD



Service Touchpoints	A	B	C	D	E	F	G		
Cost / hr	20	30	600	30	30	50	50		
Number of Service Touchpoints	1	1	1	1	1	1	1		
Activty Time (min)	1	5	30	3	10	20	8		
Process Time (min)	1	5	30	3	10	20	8	*77.00*	*Total Time Spent (mins)*
Maximum Output / hr	60.00	12.00	2.00	20.00	6.00	3.00	7.50		

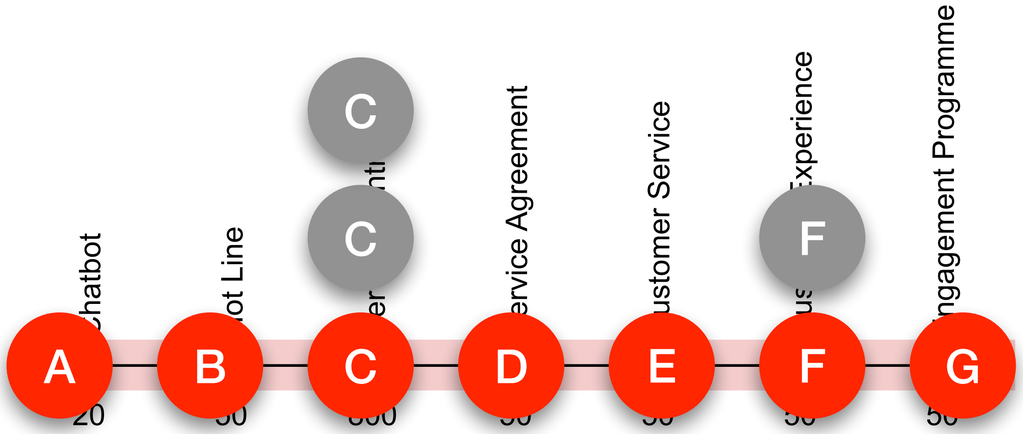
Total Service Cost (THB)	1,070.00
Bottleneck	2.00
Average Service Cost / hr (THB)	535.00

[*] One Sided Service Blueprint

Source: Adapted from Services Marketing *by K Douglas Hoffman and John E G Bateson (2011)*

Model B: Blueprint for iGTC Consulting Service [*]

COMPLEXITY MODEL



Service Touchpoints	A	B	C	D	E	F	G		
Cost / hr	20	50	600	50	50	50	50		
Number of Service Touchpoints	1	1	3	1	1	2	1		
Activty Time (min)	1	5	90	3	10	40	8		
Process Time (min)	1	5	30	3	10	20	8	*77.00*	*Total Time Spent (mins)*
Maximum Output / hr	60.00	12.00	6.00	20.00	6.00	6.00	7.50		

Total Service Cost (THB)	2,720.00
Bottleneck	6.00
Average Service Cost / hr (THB)	453.33

A/B Testing	Model A	Model B
Cost	535.00	453.33
discrepancy (%)		15.26

[*] One Sided Service Blueprint

Source: Adapted from Services Marketing *by K Douglas Hoffman and John E G Bateson (2011)*

Google Sheets

DOWNLOAD

Model C: Blueprint for iGTC Consulting Service [*]

FLEXIBILITY MODEL

	Pre Service (Explorer)	Service Portals (Client)	Post Serice (Repeator)		
Service Touchpoints	A - B	C - D	E - G	**User Centred Design**	
Cost / hr	70	850	150		
Number of Service Touchpoints	2	4	4		
Activty Time (min)	6	93	58		
Process Time (min)	6	33	38	*77.00*	*Total Time Spent (mins)*
Maximum Output / hr	20.00	7.27	6.32		

Total Service Cost (THB)	2,720.00
Bottleneck	6.32
Average Service Cost / hr (THB)	430.67

A/B Testing	Model A	Model B	Model C
Cost	535.00	453.33	430.67
discrepancy (%)		15.26	19.50

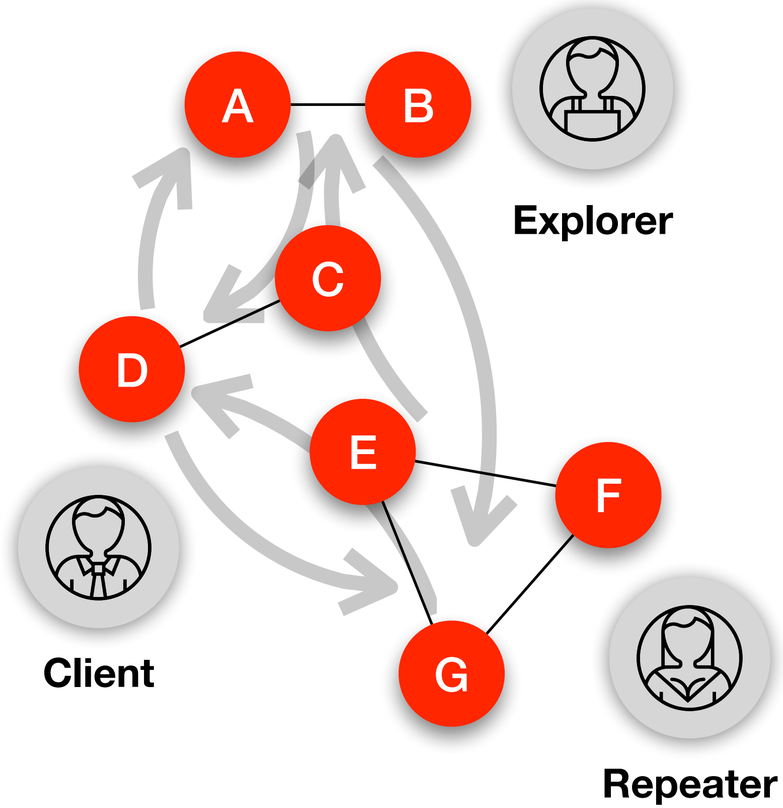
[*] One Sided Service Blueprint

Source: Adapted from Services Marketing *by K Douglas Hoffman and John E G Bateson (2011)*

Google Sheets

DOWNLOAD

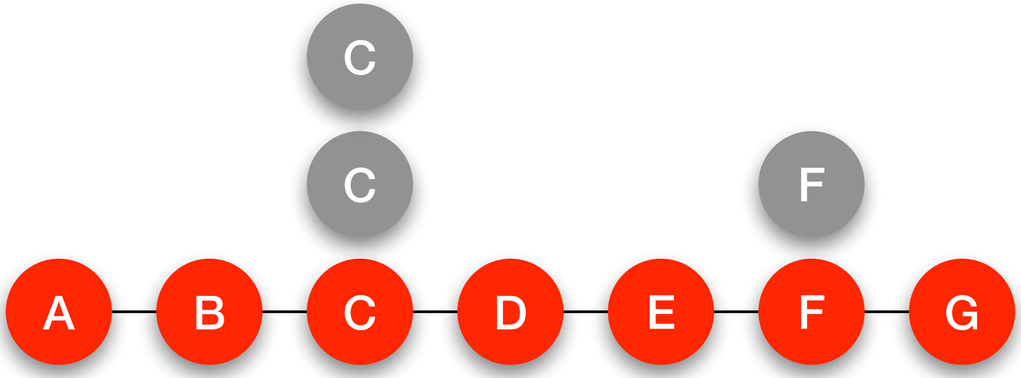
Service Ecosystem





Model A:

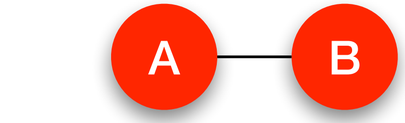
Total Service Cost (THB)	1,070.00
Bottleneck	2.00
Average Service Cost / hr (THB)	535.00



Model B:

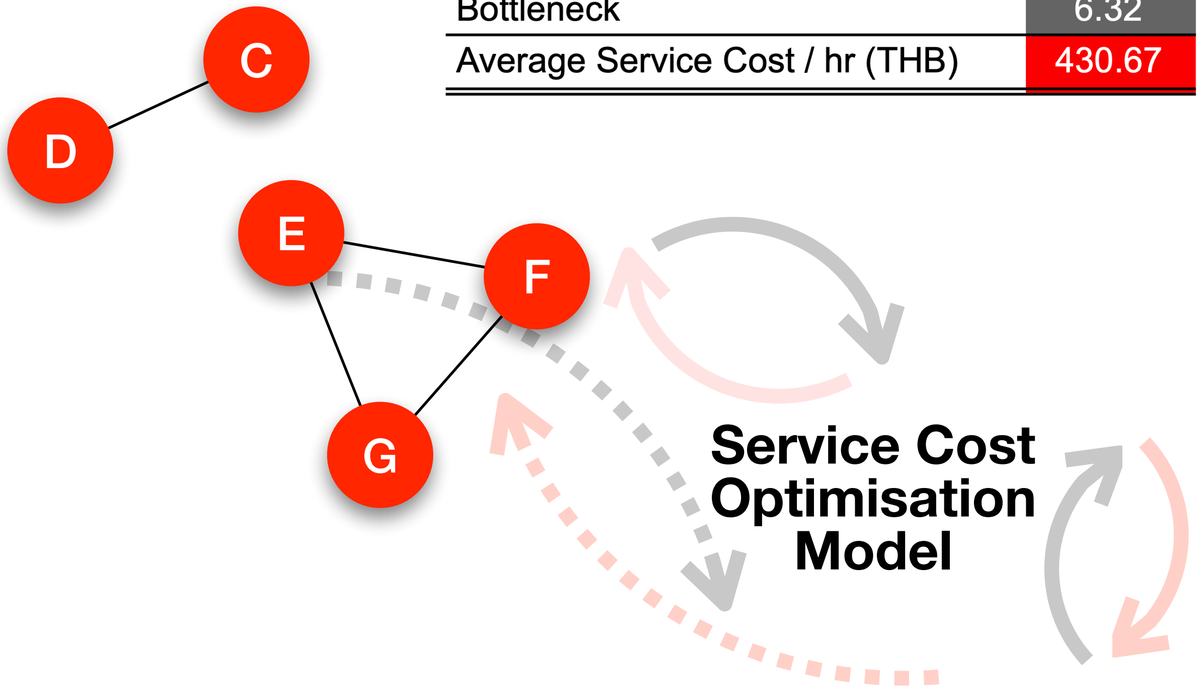
Total Service Cost (THB)	2,720.00
Bottleneck	6.00
Average Service Cost / hr (THB)	453.33

Source: Adapted from Services Marketing *by K Douglas Hoffman and John E G Bateson (2011)*



Model C:

Total Service Cost (THB)	2,720.00
Bottleneck	6.32
Average Service Cost / hr (THB)	430.67



A/B Testing	Model A	Model B	Model C
Cost	535.00	453.33	430.67
discrepancy (%)		15.26	19.50