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## Strategies for the Implementation of Service Innovations

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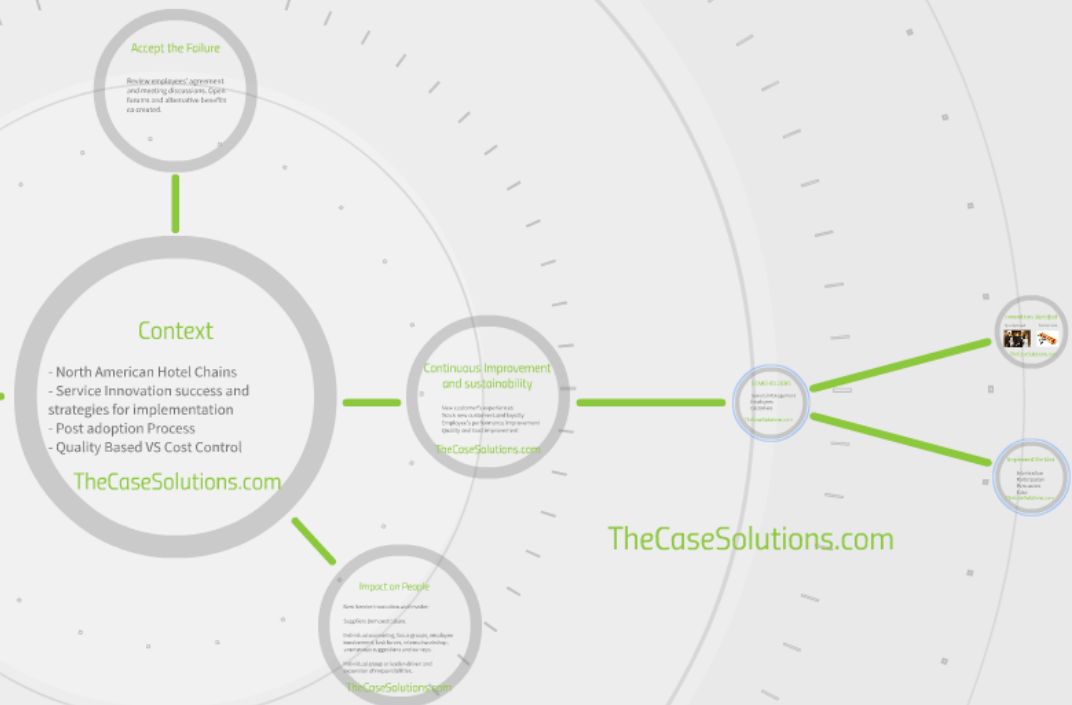


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# Context

- North American Hotel Chains
- Service Innovation success and strategies for implementation
- Post adoption Process
- Quality Based VS Cost Control

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## Continuous Improvement and sustainability

New customer's experiences  
Track new customers and loyalty  
Employee's performance improvement  
Quality and Cost improvement

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### STAKEHOLDERS

General Management  
Employees  
Customers

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### Innovations Identified

Quality Based    Cost Control



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### Implement the Idea

Intervention  
Participation  
Persuasion  
Edict

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n People

on and involve.

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focus groups, employee  
ices, internal workshop,  
ons and surveys.

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# Continuous Improvement and sustainability

New customer's experiences  
Track new customers and loyalty  
Employee's performance improvement  
Quality and Cost improvement

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# STAKEHOLDERS

General Management  
Employees  
Customers

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# Implement the Idea

Intervention

Participation

Persuasion

Edict

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# Impact on People

New Service Innovation and involve.

Suppliers Demonstrations.

Individual counseling, focus groups, employee involvement, task forces, internal workshop, anonymous suggestions and surveys.

Individual group or leader-driven and expansion of responsibilities.

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