

経営講演会

講演録

『製品のサービス化』

(平成 21 年 11 月 27 日 講演)

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新井 民夫 氏



財団
法人

リそな中小企業振興財団



1947

1970

1977

1979 81

1987

2000 2005

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2004

Product Service System

(図 1)

(図 1)



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CAIV

Pay per Use

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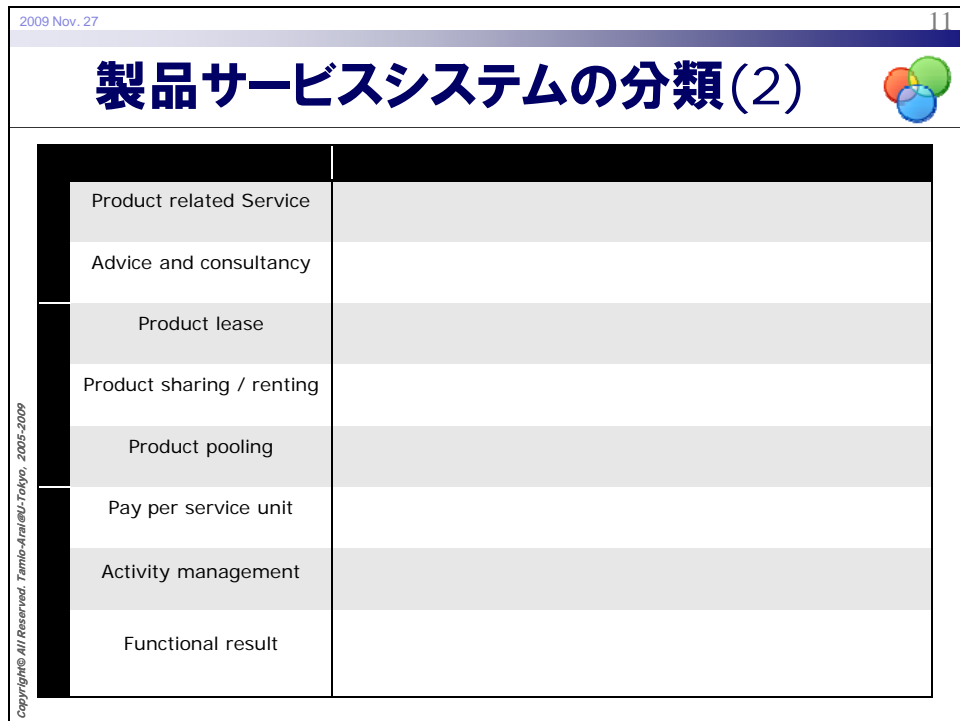
8

(图 2-2)

(图 2-



(図 2 - 2)



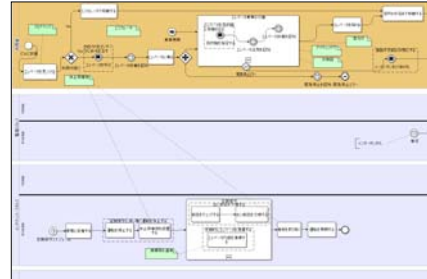
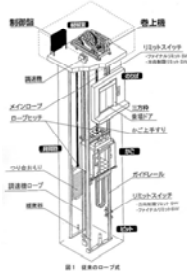
[事例] エレベータの保守・運用サービス



「サービスの仕様書なんて、どうやって書けばいいんだ？」
「品質改善に向けた分析・評価ツールが欲しい」



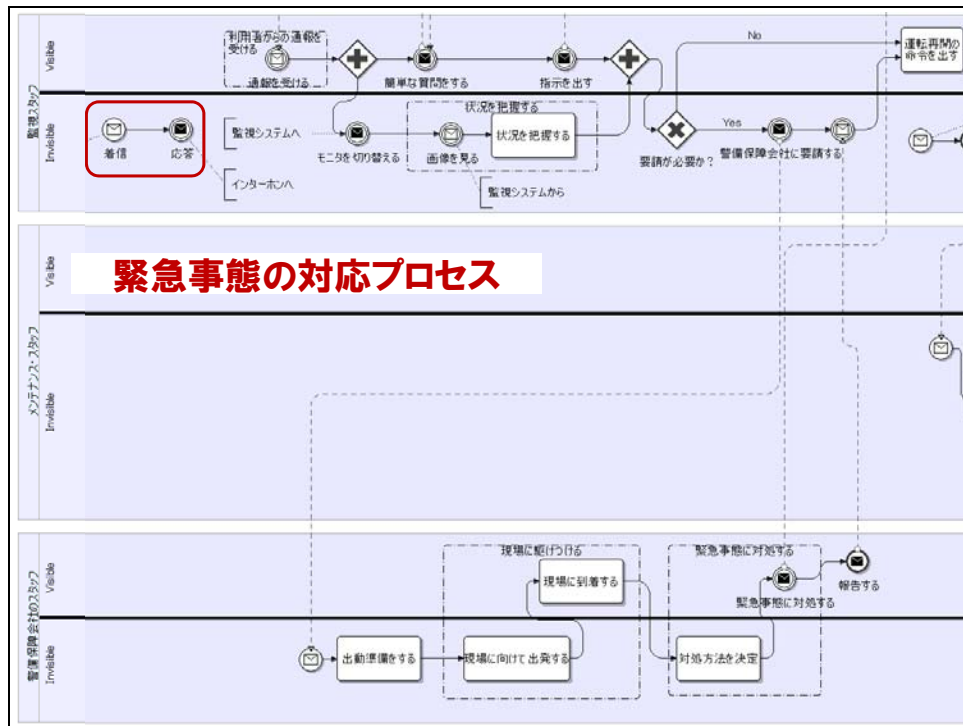
「エレベータの図面はあるけど、監視や保守活動との
関係がわかるようにしろといわれても……」



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http://www.cusoo.com/magazine/masucci_29.html
<http://www.jaish.gr.jp/anzen/hor/hombun/hor1-40/hor1-40-17-1-0.htm>

(図 4)



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サービス工学とは

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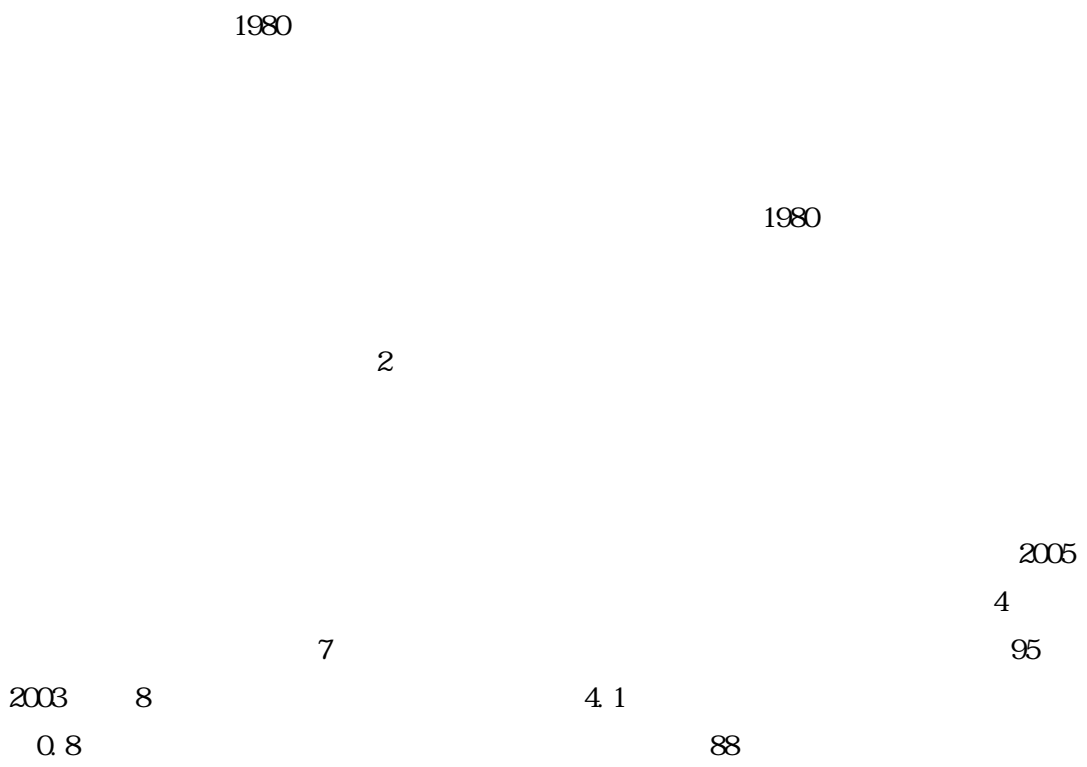
1850

1900

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1872

1900



(図6)

(図6)

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サービスの一般的理解: 4つの特性


(Intangibility)

(Simultaneity)

(Heterogeneity) ()

(Perishability)

- All economic activity whose output is **not physical product** or construction (Brian et al, 1987)
- A service is the diametrically opposed **non-material counterpiece** of a physical good.



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顧客接点における特性

4
Service Encounter

4 7 8

1 3 30

Internet

20

1970

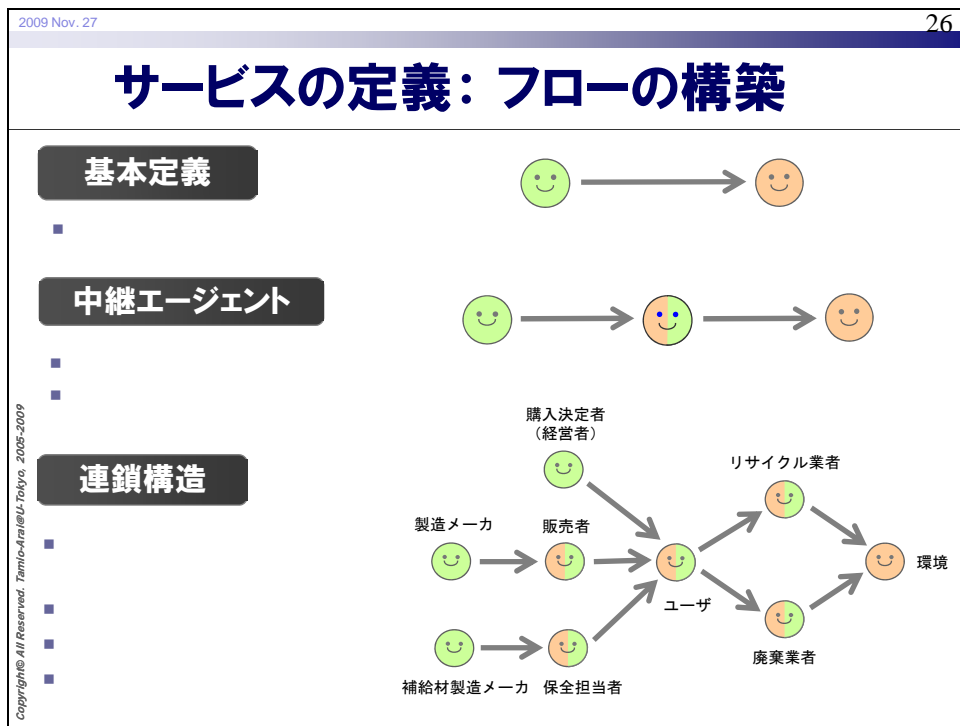
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Change

1977

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(図7)



3

5. サービスCADシステム Service Explorer

2002 6

(図8)

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Service Explorerの開発

CAD 2003 30

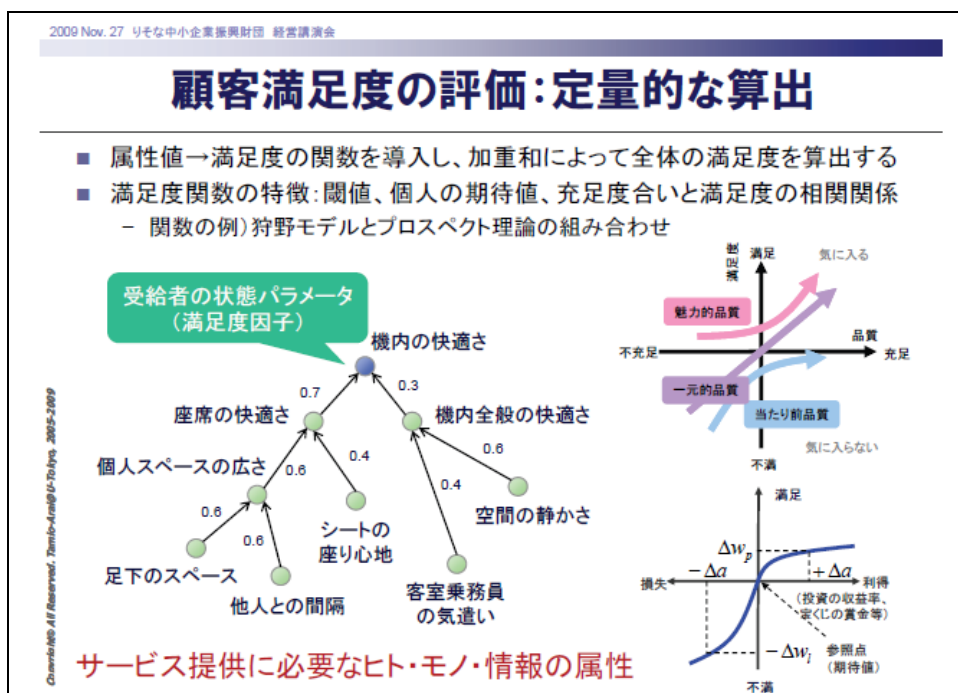
The screenshot shows the Service Explorer application window. It features a hierarchical tree view on the left, a central workspace with a network diagram, and a right-hand pane with various toolbars and property windows. Several red rectangular boxes are overlaid on the interface, with red arrows pointing to them from the right. The word "Keywords" is written in a serif font to the right of the screenshot. A circular diagram with four overlapping circles labeled "Service", "Value", "Product", and "Experience" is positioned to the right of the screenshot.

Keywords

(American Customer Satisfaction Index)

(Japanese Customer Satisfaction Index)

(図9)



(図9)

(図10)

(図10)

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[検証] エレベータの運用・保守サービス

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RSP

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The right side of the slide contains several visual elements: a network diagram showing connections between various components; a flowchart with multiple levels of boxes; and several screenshots of software interfaces, including one with a yellow header and another with a blue header.

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