

# Classification of Service Innovations

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## **Problem Types**

Business

Industry

Economic

Social

Environmental

## **Value Types**

Business

Industry

Economic

Social

Environmental

# Service Innovation References - 1

| Problem Headline | Innovation | Value Created | Client | Year |
|------------------|------------|---------------|--------|------|
|                  |            |               |        |      |
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|                  |            |               |        |      |
|                  |            |               |        |      |

# Service Innovation Narrative

**What complex problems does the company solve?**

**How has this created value for the customer?**

**How has this created value for the customer's customer**