HSLU Hochschule Luzern

Lucerne University of Applied Sciences and Arts
Hochschule Luzern - Technik & Architektur

Bachelor-Thesis Business Engineering | Innovation

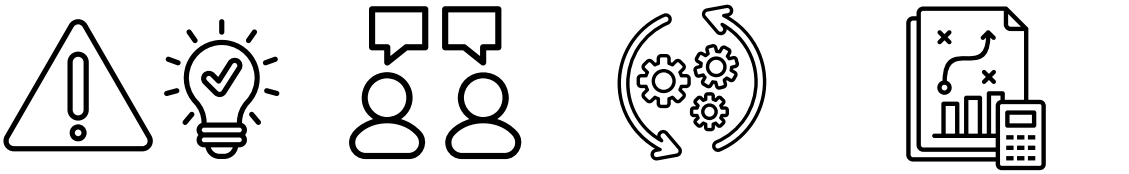
Enabling Customer-Centric New Service Development in Industrial Firms

Jan Friedli

Purpose

As Paluch et al. (2020) and Sommer et al. (2015) have observed, industrial firms are under increasing pressure to innovate more efficiently and flexibly. This pressure is particularly acute in the context of accelerating digital competition and rising customer expectations. This pressure is driving the adoption of hybrid development models that integrate agile principles and emphasize continuous customer feedback and iterative learning cycles (Cooper & Sommer, 2018). In this context, the integration of customer insights into the innovation process has become essential for maintaining relevance and maximizing co-created value.

Method overview



Problem-based research | Interview | Process Development | Internal Business Analysis

In collaboration with an industrial partner, the study employed a problem-based, exploratory research design grounded in a qualitative case study approach. A total of 47 interviews were conducted and analyzed using thematic analysis. Internal insights were benchmarked against external sources to identify gaps and highlight best practices. A conceptual development process was derived by linking the benchmarked insights with literature.

Result

The proposed hybrid New Service Development Process, combines Agile-Stage-Gate from Cooper & Sommer (2016) with Data2Action from Stoll et al. (2020) to embed customer-centric loops into formalized development structures.