

Abstract

The emergence of the service economy challenges companies to understand co-creation, as this seems to be a central notion in service marketing and management, service design and service innovation. Additionally, businesses are increasingly interested in developing service operations together with their customers and in order to do this they need to work more closely with them. Furthermore, existing knowledge challenges companies to understand how they can engage with their customers' value creation and become value co-creators.

Reasons for the emergence of co-creation might be the changed business landscape of having services as a dominant factor fostering communication and interaction between companies and customers. Moreover, companies are finding it difficult to keep up with the competition and to meet customer demands through traditional business approaches so co-creation can offer a powerful mindset for businesses to tackle the challenges they face not only today but also in the future.

However, despite continuing research on a theoretical level, there is evidence that managers still lack methods and tools which help them to fully understand and integrate co-creation activities into their business practices. In the CoCo project, Laurea University of Applied Sciences together with its partners has addressed the problem stated above and has developed a practical co-creation tool kit, the CoCo Tool Kit. The CoCo Tool Kit increases the understanding of the co-creation phenomenon, supports value co-creation in service businesses and reveals latent needs. The most powerful tool of this kit is the CoCo Cosmos. CoCo Cosmos is a visual and participatory service design game for co-creation whose primary purpose is to help business partners to become more co-creative and to better understand the possibilities for value creation among the stakeholders.

Up to date:

- CoCo Tool Kit has won the category of Capacity Building in the European Union Women Inventors and Innovators Network 2013 (EUWIIN)
- CoCo Tool Kit has been sold more than 50 pcs
- CoCo Tool Kit has been involved in more than 20 conferences and seminars
- CoCo Tool Kit has been used as a consultancy tool
- CoCo Cosmos has been tested/used in one doctoral study at the University of Cambridge (Keränen 2015) and in several master/bachelor thesis
- CoCo Cosmos has been used in several university courses as an innovative service design tool
- CoCo Tool Kit has been used in various different publications