

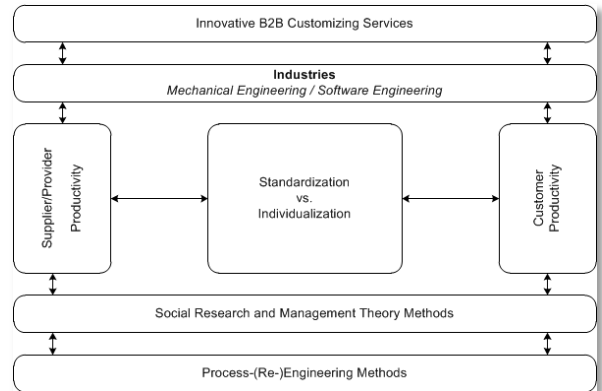
»Determinants of Customizing Activities as Basis for Improving Service Productivity«

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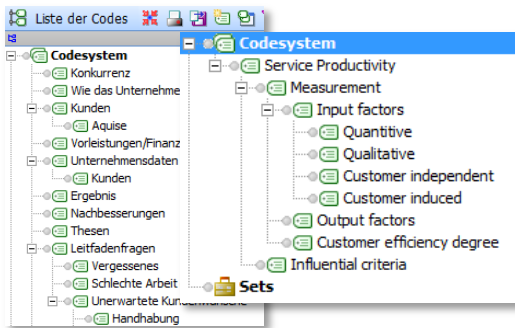
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Research Setting

- CustomB2B sponsored by Federal Ministry of Education and Research and administrated by German Aerospace Center
- University of Koblenz-Landau, the German Research Center for Artificial Intelligence, Assembly & Test Europe (GmbH)
- Duration: 09/2010 – 08/2013



Research Approach



- Qualitative analysis approach
- 70 Expert Interviews with Service Providers and Clients
- Content Analysis with MaxQDA-Software
- Exploratory and literature based codings

Current Results

- Literature review highly confirmed
- Customizing as a service becomes more and more important
- Service Productivity is measured in time/budget
- Customer Integration has strong impact on overall Service Productivity

»The total revenue from customizing can be seen as very high; over 50%.«
 - **Provider Software Engineering**

»[Customization...] is always important. That means, everything begins in our construction. Our customers do have the product, the know-how. We must know the product as good as the customer, perhaps even better. We must have all conceptual thoughts of the product characteristics to develop it.«
 - **Provider Mechanical Engineering**

»For each project a calculation is made – The margin based on the market price and the base price with the cost of production. These are the tough parameters the project lead assess the performance.« - **Provider Mechanical Engineering**

»That is a criterion: the reaction time between raising the question and getting the answer. It may be that between both lie five minutes or possibly two months.« - **Provider Software Engineering**

»Sure there is an influence [on service productivity], namely the customer relationship and the employees that work with the customer, as well as the behaviour of the customer impacts the productivity and the price.« - **Provider Software Engineering**

Contact

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