Construct a Service Production Model to Pre-Analyze Customer Internal Process

The purpose of this paper is to develop a service production model of which the dimensions and elements can be used to pre-analyze customer perceived internal processes. Resources can then be aligned to this forecasted service processes to make the service created value be as close as possible to the customer perceived value. The model fits to the current main-stream service paradigms and can be utilized to forecast the customer perceived internal process. That is to say that we can obtain the guidance in how to align our resources to the forecasted customer perceived process and thus provide customer such value that is close to his perceived value. The model can help improve existing service, develop new service, and predict competitor's service strategy.