QUANTITATIVE METHODS FOR MEASURING IMPACT OF SELF-SERVICE INNOVATIONS

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ABSTRACT

With recent technological advancement, more and more service providers are adopting self-service innovations in service delivery. Self-service provides benefits to consumers, adopting organizations, and the economy as a whole. Benefits of self-service include providing customers with cheaper, accessible, convenient and higher quality services, while the organizations benefit from increased efficiency, lower costs of production and which eventually translate into high return and higher wages. Productivity leads to economic growth. Despite the benefits, adoption of Self-Service has attracted criticism. Some organizations have advocated for legislation against self-service with opponents raising concerns that self-service leads to loss of jobs, shifts work from the service providers' agent to the consumer and eliminates human contact. Workers unions in some developing countries have opposed adoption of innovations for fear of job losses. It is therefore necessary to quantify the benefits and costs of innovations. Innovation rarely gets measured since it is hard to measure. Corporations are dedicating a lot of resources in developing and adopting innovations and yet, they aren't measuring its impact. There is need to develop statistical models that give value proposition of every innovation developed and adopted. This will enable policy makers make informed policies, provide organizations tools to analyze their innovations and enable customers make informed choices. This paper proposes quantitative methods for measuring the impact of self-service innovations from the perspective of the consumers, adopting organizations and economy. It focuses on developing statistical methods of measuring benefits and costs of self -service innovations. Cost- Benefit analysis techniques are developed to evaluate the extent to which the expected benefits outweigh the costs. This is the basis on which investors make decisions on whether to adopt innovations. Government will also use the Cost- Benefit analysis to draw up relevant policies.

Key words; Cost-Benefit, Customer, Organization, Economy