




**“INNOVATIONS IN SERVICE DESIGN
AND ITS RELATIONSHIP WITH THE
IMPROVEMENT OF QUALITY AND
EFFICIENCY IN THE PROVISION OF
SERVICES”**

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ABSTRACT

(1) **Background:** This study explores the relationship between innovation in service design and the improvement of service quality and efficiency. The ultimate goal is to enhance customer satisfaction and create value for both the service provider and the customer. (2) **Methods:** A comprehensive literature review was conducted, examining 50 articles from major databases like Scopus and Web of Science. The articles were carefully read and analyzed to extract relevant information, and the findings were summarized and synthesized to provide a comprehensive overview of the topic. (3) **Results:** The literature reveals a strong correlation between service design innovation and improved service quality and efficiency. Innovative service design is seen as a key driver of service quality enhancement, leading to increased customer satisfaction and loyalty. It enables service providers to streamline their processes, reduce waste, and improve productivity, thereby enhancing service delivery efficiency. (4) **Conclusions:** Innovation in service design plays a crucial role in improving service quality and efficiency in various sectors. The findings underscore the need for organizations to design and implement appropriate service quality strategies capable of meeting changing customer needs and preferences. Future research should continue to explore this relationship and develop strategies for implementing innovation in service design.

Keywords: Service Design Innovation; Service Quality Improvement; Service Delivery Efficiency.