



LAUREA
UNIVERSITY OF APPLIED SCIENCES
Together we are stronger

The user experience of facility services in business parks: a case study of Keilasatama 5

Ganeshanathan, Sivatharsika

2015 Leppävaara

Laurea University of Applied Sciences
Leppävaara

The user experience of facility services in business parks: a case study of Keilasatama 5

Ganeshanathan Sivatharsika
Facility Management
Bachelor's Thesis
January, 2016

Ganeshanathan, Sivatharsika

The user experiencing of facility services in business parks: a case study of Keilasatama 5

Year	2016	Pages	29
------	------	-------	----

The purpose of the thesis is to present an overview of the end-user experience of the facility services in a business park using service design methods. Service design is a tool used to create and innovate new methods in service delivery. Facility maintenance services, as a non-core business, help business organizations to bring a better environment for their end users so that they can perform their duties in an effective way.

The theoretical chapter of the thesis explains about the concept of service design, and the service design frame work. The literature review shows how existing services are effective to the users and what they feel about the service they experience. To gain a better understanding of the service experience from the end users' perspective service design tools and methods offer valuable information.

The research was carried out in the business park premises of Keilasatama 5 in Espoo to understand end user experiences by using the tools of service design. Service design offers wide range of qualitative research methods. In accordance with the objectives of the research the contextual interview was selected as the main method to gain end users experiences. The target group of interviewees consisted of employees of different organizations in the business park. The respondents' backgrounds, gender, age, service quality impression and expectations were examined to analyze the end user experience and perception in reality.

End user experience is connected with the quality of services. Providing quality of services is more challenging to the service providing companies. Companies in the service market focus their attention on services to ensure customer and end user satisfaction. An effective service design covers opportunities, productive ideas and solutions for the problems in service delivery.

Keywords, end- user experience, service design, service quality

Laurea-ammattikorkeakoulu
Unit
Programme

Tiivistelmä

Name(s)

Title of the Thesis

Vuosi 201x

Sivumäärä xx

Finnish translation of the abstract begins here

Keywords row 54

Table of contents

1	Introduction	6
1.1	Background	6
1.2	Research motivation	6
1.3	Research objective.....	6
1.4	Research methodology	7
1.5	Structure of thesis	7
2	The literature review.....	8
2.1	Service design.....	8
2.2	User experience	9
2.3	Customer expectations.....	9
2.4	The service design process	10
2.4.1	User journey.....	11
2.4.2	Service blueprint	12
2.4.3	Contextual interview	12
2.4.4	Customer feed back.....	13
3	Research methodology	14
3.1	Case premise	14
3.2	Methods of data collection	16
4	Analysis of user experience in reality	17
4.1	Respondants backgrounds	17
4.2	Gender of respondent	17
4.3	Age of respondents	18
4.4	Service quality impression of respondents	19
4.5	Expectations of the respondents	21
5	Conclusion.....	21
	References	23
	Illustrations	25
	Figures	26
	Appendixes	27

1 Introduction

1.1 Background

The purpose of the research was to present an overview of the end-user experience of facility services in a business park. Facility maintenance services are important to every infrastructure to ensure wellbeing of the people. In Finland organizations outsource facility services from different service providing companies. Many facility service providing companies provide different facility management services in the market. The key issue in providing services is quality of service. Service quality affects customers' loyalty and retention. Companies in the service market focus their attention on services to ensure customer and end user satisfaction.

1.2 Research motivation

Understanding end user experience of outsourcing services from different service providing companies was the centre of the research. The research mainly focused on the end user experiences of facility services in the business park Keilasatama 5 in Espoo; there are fifteen different reputed business organizations located in the premises. The business park offers facilities services to its client companies. Sodexo Oy the facility management company is providing major facility services which include catering, cleaning, and meeting and events services to the entire premises while other services are outsourced from Securitas Oy, SuurHelsingin hissihuolto Oy, Lassila & Tikkanoja Oy and Lindstrom Oy.

1.3 Research objective

The main objective of the thesis was to research the end-user experience of facility services in the business park. There are different business organizations that have their branch offices in the building. Business park outsource facility maintenance services from service providing companies in order to get quality of services in a cost effective manner. Customers are important to the service companies as they have to earn reputation as well as economy in the competitive market.

Customers of the facility management services are different organizations of the business park. End users of the services in the business park are employees of the different business organizations. They are most important segment to the service companies. They are experiencing the services. It is important how they feel towards the services. The delivery of high quality services to its end users is challenging to service providing companies. Service design is a method to create services to the end users according to their expectations.

1.4 Research methodology

The research methodology approach was done in a systematic manner to ensure the facts. The research focused on practical issues in facility services in the business park. Qualitative research approach was used to analyze the research. Various questions were presented in order to acquire relevant information. Qualitative research was carried out through interviewing the respondents to provide their experience, knowledge, roles and attitudes on the facility services and what they experience in the premises.

1.5 Structure of thesis

The thesis consists five sections. It starts with introduction which includes the background, motivation and objective of the research. Literature review and methodology are the two sections following to the section one, then the research results are analyzed in the section four and finally is the summary of the research.

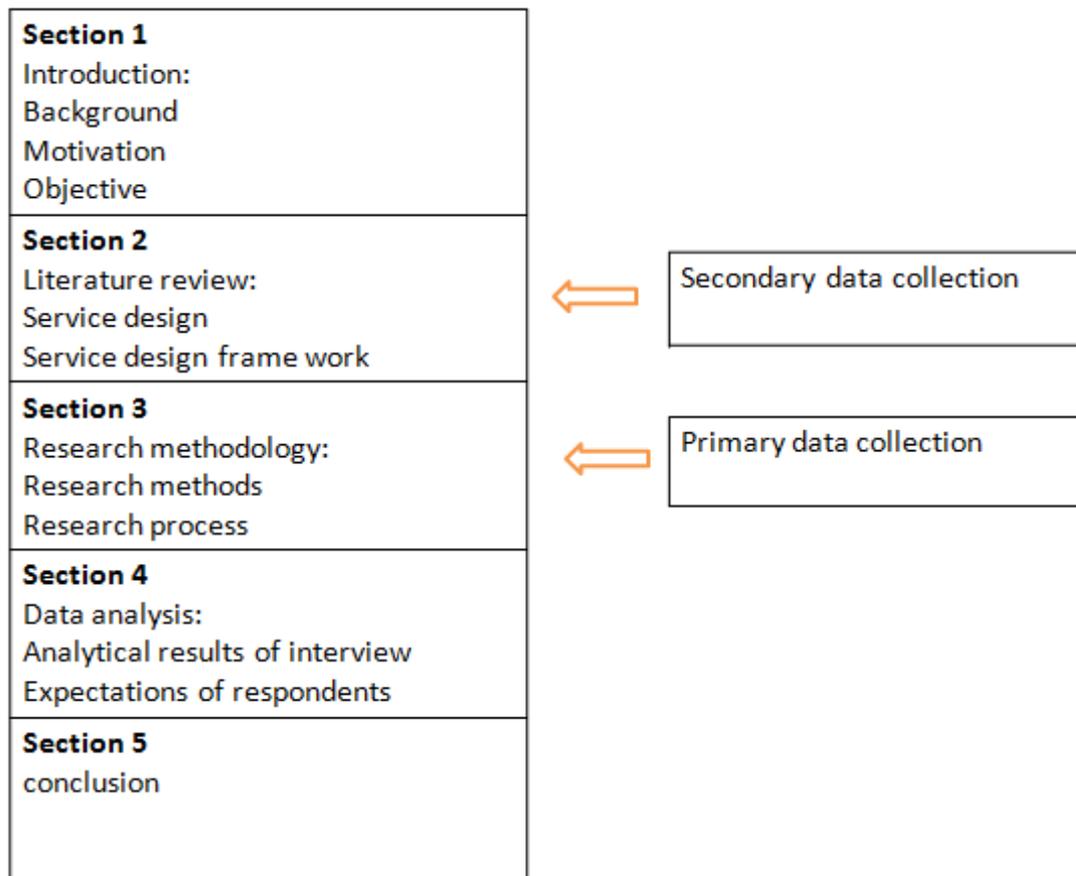


Illustration 1: Structure of thesis

2 The literature review

This chapter connects to the practical study of the thesis and it convinces the readers what the author has done with practical research. It is an integral part of the thesis work and allows establishing the theoretical framework and methodological focus in a systematic manner. This chapter contains presentation of different factors which are related to the thesis topic. It explains about the concept of service design, and the service design framework through double diamond model. The chosen research methods provide information to understand the research topic and it helps the writer to find how existing services are effective to the users and what they feel about the services they experience.

2.1 Service design

According to Moritz (Moritz 2005, 7) service design is a conceptual method used to improve the quality of services and interaction between service providers and customers. Service providers want to improve the quality of their services to meet customers' expectations. Service design consist a wide range of methods and tools used to improve and design in the development of services. Further "service design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable for clients and efficient as well as effective for organizations." (Moritz 2005, 6)

With the expansion and growth in the service business service design became an important aspect among service providing companies to compete in the market. Service design offers opportunities to find new ways to provide better services to its customers according to their expectations. This leads to focus attention in service design not as a project but an ongoing process. Service design is the way to plan and shape an effective and efficient service experiences. It helps to understand the customers, market and resources as well as expectations, experiences and needs. (Moritz 2005, 40)

"Service design is about choosing the most relevant touch points for service delivery and designing a consistent customer experience across these many touch points. It looks for opportunities to introduce potentially new and more effective touch points, remove weak touch points, and coordinate the user experience across touch points in relation to brand message and user needs." (Stickdorn & Schneider 2010, 20)

Services are connected with different components such as space, product, people and facilities. Services bring complex experiences over the time with these touch points. Service design methods and tools enable to gain customers' insights and needs from customer's point

of view. Service design is increasingly important when we think about economy and environmental concern. (Design council 2005)

2.2 User experience

In service sector, customers of the services and end users of the services are differing in a certain point. In a big business park customer or client of the services is who has direct contact with the service provider and who need to consider outsourcing services. Clients have individual needs and expectations on the services. But users are the people who make use of services provided by others. Every individual worker of the organization is the user of the facility services. The main challenge in the service sector is end-user satisfaction.

Services are intangible; bring complex experiences depending on several factors. Special considerations need to be considered when designing services. In service design, a wide range of disciplines such as ethnography, consumer research, interaction design, product design, industrial design, service marketing and corporate strategy are connected. Tools and methods used in service design involve interactive experience, process and systems which mainly, focus end user satisfaction. (Service design toolkit 2014)

2.3 Customer expectations

Customer expectation is connected with customer service. It depends on who are the customers and what they expect from the service. To bring better experience to customers, service should meet the expectations of customers. Customers' expectations come from real experiences of the services. In business parks customer expectation from the out sourcing facility services help the end users work effectively for the development of the organization.

End users involvement, their perception and their knowledge with facility maintenance services are connected with their expectations. When there is no connection between end users and service providers end users wouldn't know about the service process. The services will happen without awareness of the end users. In such situations faults in quality or sudden errors in services process may bring the attention of end users with the service. (Nils Gersberg 2007)

According to Farris, P. et al. "Expectations are a key factor behind satisfaction. When customers have high expectations and the reality fall short, they will be disappointed and will likely rate their experience as less than satisfying". Understanding customer expectations help to know what level of service keep the customers happy and it allows employees to

fulfill the needs of customers and also it enables resolves and creates new ways towards customers' needs and expectations. (Client heartbeat 2015)

2.4 The service design process

Services are not like goods or commodities they are intangible and users can only experience the services. Services are created through the interaction with customers and service providers. Success of the service business is delivery of the service to customer's needs and expectations. Therefore services need to be designed to bring positive service experience to customers. When services are designed by designers a true understanding of customers habits, culture, social context and motivation of users is crucial. (Stickdorn & Schneider 2010, 28)

In service design processes tools and methods are used by service designers to analyze the problems and weakness as well potential opportunities in the service. From this analysis designers generate new ideas and concepts for the service, develop service ideas and concepts in a better way, and create new ideas and concepts for implementation. (Stickdorn & Schneider 2010, 120-212.)

Customers are the centre in the service design process. So the service design requires a true understanding of customers' needs and expectations. Design process needs to be interactive and user centered. There are several service design tools and methods available but they have to be chosen to fit for the purpose of the service design. Real mistakes should be avoided in the process and according to that service design, service has to be developed and all the developed designs have to be experienced in the real situation. It is more crucial that the service designer is able to see the big picture and combine all the details together through a customer journey. (Moritz 2005, 18)

Ensuring all aspects in each stage of service design processes is important. Clients' feedback, the structure and budget of the service organization, the partners' views and other important factors have to be considered. Service designers make decision based on the consideration of all of these aspects. (Stickdorn & Schneider 2010, 120-136.)

Double diamond model is one of the service design frame work which has four interactive phases; discover, define, develop and deliver. First quarter of the double diamond is through gathering inspiration and insights and identifying the user needs for developing ideas. The second quarter in the model is definition stages which define all the possibilities which are identified in the first phase. And the third phase develops creative ideas for the next delivery stage. (Design methods for developing services (Design council 2005)

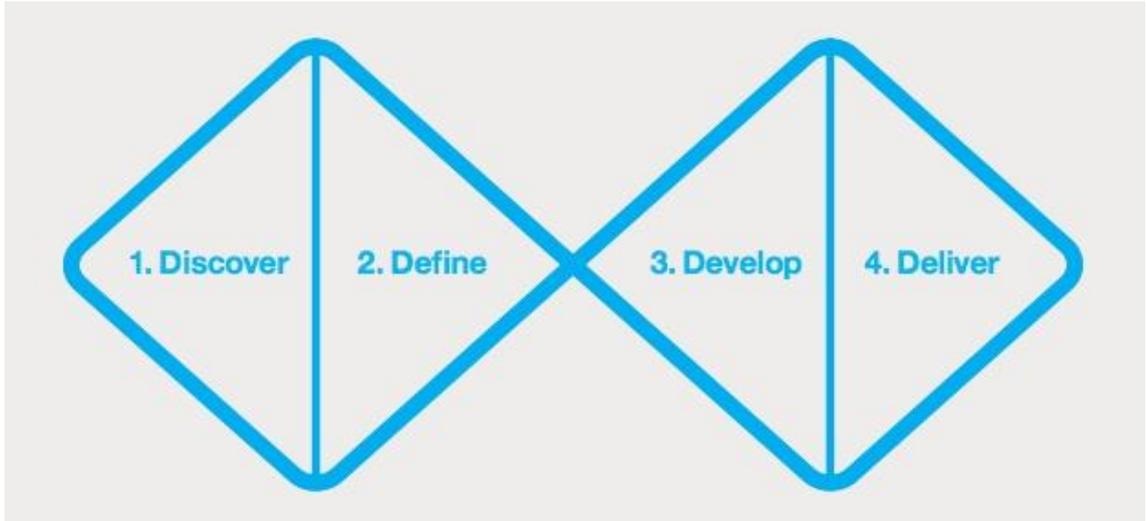


Illustration 2: Double diamond (Tool Hub 2013)

2.4.1 User journey

In the service business customer experience is the key issue which is the differentiator in the emerging market. Organizations continuously improve service designs to create positive end user experience. A user's journey through different touch points show what part of the service comfort the user and what need to be improved. User journey mapping is a visual representation of user's journey through different touch points of the service. In this method user's interactions with all touch points give a clear picture of what part of the service (magic moment) work for the user and what parts need to be improved (pain moments). From the user's point of view user journey map explains the user's real experience of the service. It is a realistic method in the service design process. (Design council 2005)

Customer (end user) interaction and their experience is the major factor which affects the service system from the bottom line. Personas, timeline, emotion, touch points and channels are important components included in the user journey map, these help to gain Knowledge on understanding customers and how they should be treated across the channels. (UX mastery 2012)

The purpose of building a user journey map is to understand the user's service experience in different touch points. A user journey map allows the researcher to identify the key elements of the service as well as the links between the elements of the service over the time. It helps the researcher to identify the problem areas and what could be added or improved in the service delivery. User journey map can be a visual or a diagram that helps identifying the key stages, touch points and other components which builds a user's service experience.

Photographs, illustrations and quotes are used to explain the problem areas and opportunities in the map. (Design council 2005)

2.4.2 Service blueprint

Service blueprint a basic method used to understand and describe the service system. The method was introduced by Shostack in 1984. Service blue print is a map or a picture that accurately illustrates the service process with the focus on end user interaction. It is a planning tool used to design services in an innovative way. It provides guidance on how a service will be provided, specifying the physical evidence, staff actions, and support systems / infrastructure needed to deliver the service across its different channels. (Learning space toolkit 2015)

Service blue printing used to innovate new services and to improve existing services and it is a method used to ensure the quality of service process. Service blueprinting for existing services illustrate and analyze the current status of service process. It represents the potential points for the adjustment in the existing service. It involves the user, the service provider and other relevant parties and it explains every individual aspect from the customer contact to behind the scene process. Customer actions, physical evidence, front line staff action, back stage staff actions, and needed support system are the five elements in the service blue print. Customer action comes first as it is the centre of service blueprinting. Then the front line staff actions with customer during service delivery. After that back stage Invisible staff actions comes in the line. The fourth element is the critical component in service blue print. It is a needed support system in the services process. Support system is supportive actions performed by persons other the contact employees. The last element is physical evidence of the service delivery at each point of customer contact comes on the top of the blue print. (Croplife 2015)

The advantage of this method is it is an illustration of how the service is experienced and delivered and what needs to be improved or developed in the service delivery process. It is an effective tool to create service design for existing services.

2.4.3 Contextual interview

Contextual interview is one of the most realistic methods used to measure customer experience in the actual setting. When the interview happens in the actual place with the familiar settings the interviewees' answers will be more realistic. It will help the researcher to understand the physical environment of the service from the end users experience. The purpose of this method is to understand the behavior of the target group in the real environment. In a contextual interview through the opinions and interpretations of the

respondents in a real environment bring a clear understanding of the nature. (Stickdorn & Schneider 2010, 155-158)

During the interview photographing, filming, recording are used as tools to obtain more relevant information. There is not necessary to use formal scripts or tasks in the interviews. In the contextual interview researcher watch and listen as the user they don't give any user tasks. Respondents selected from the target group have to give a clear idea to understand the purpose of the interview. (Stickdorn & Schneider 2010, 155-158)

To understand what the respondent think or do questions must be based on the target to get the relevant information. From contextual interviews any issues that are user facing will be identified as well as users needs and wishes will be find out to create a service environment in a user's preferred style. Contextual interviews are more relevant method in services design as it takes place in the actual environment of the respondents own place. It is less formal and the results are more realistic. A qualitative data can be obtained through contextual interview, but it's time consuming to the researcher. (Stickdorn & Schneider 2010, 155-158)

2.4.4 Customer feed back

Customer feedback is an important tool to measure customers' experience of a service. Customers' feedback come directly from customers' experience. It helps to understand what the customers think about the services. Positive and negative feedback of the services allow the researcher to understand the quality of services. Customers' feedbacks are much more valuable for the companies to improve and realize the customers' wants and needs. It is an indicator how customers are happy with the services.

The purpose of this method is to increase customer satisfaction and to make better business decisions. Considering feedback from the customers build a strong relationship with the service providers. Feedback can be praise or it can be best advice to the service providing companies. Immediate feedback are real end user experience with the services.

Tools used to gather customer feedback can be a written or oral survey, online forms, letters, mobile apps, e-mails or it can be done in person. Feedback help to find out mistakes and problems and it leads to finding the solutions. Customers' feedback are useful to improve the business and ensure that all customers have better experience in the competitive market. (Client heartbeat 2015)

3 Research methodology

Research methods and research process are discussed in this chapter. Qualitative research approach is preferred to analyze the research. In order to gain more knowledge on the research topic secondary data was gathered from several printed materials, and electronic materials such as journals, articles and online sources. Secondary data connects the research topic and it leads to the primary data collection for the findings of the case in a systematic manner. It supports the writer to define exactly what the aim is and it helps the readers to understand what the research is all about.

3.1 Case premise

Keilasatama 5 in Espoo, which is a part of great Helsinki region was chosen by the writer for the research findings. Keilasatama 5 is the name of the business park located in Keilaniemi. The glassed building is an excellent technological pioneering. Proximity of the lake gives the best view to the building. The property has nine floors. The big restaurant area is in the first floor next to the reception. The second floor with different sizes of 21 meeting rooms for eight to four hundred persons events. The building provides efficient and effective space solutions to the business organizations in the premises. (Keilasatama 5 2015)

The business park offers an attractive and modern environment to the companies with a world class quality. The property was built in 2001 and offer office space total 15000 square meters. The surface areas for office use available from 300 square meters and it can be converted from rooms into combined office and further in to an open space (Keva 2015)



Illustration 3: Outside look of the business park building (Keilasatama 5 2015)

The property offers all of the modern services to the offices. The range of facility services are lobby service, conference rooms, restaurant and catering services, cleaning, rest rooms , fitness rooms, showers and changing rooms, security and safety. For the proper function of the business park, the property building outsources different facility management services from different service providing companies. Lobby service, guarding and security services from Securitas Oy, elevator maintenance from SuurHelsingin Hissihuolto Oy, property service and waste management services from Lassila & Tikanoja Oy, restaurant, catering and cleaning services from Sodexo Oy (Keilasatama 5 2015)

Lobby service offers a range of services. Safety and security ensured mainly by the lobby service. The reception personals are responsible for receiving guests and informing their arrivals, passing feed backs and complaints, coordinating and guiding. Restaurant service offer breakfast and lunch including Finnish and international dishes. Salad buffet, barbecued items, soup, fresh bread, desserts and coffee can get in the restaurant service in a cozy environment. Plenty of parking space available with rules and regulations for the people those who are working in the premises and also there are limited guest parking allocations also available to different business organizations in the premise and electric car charging points also available in the parking area. There are separate gym and fitness equipments available for male and females workers in the building. They are free to use by the customers. Separate sauna, showers and changing rooms are also there in the building. And six to twenty person meeting rooms, conference spaces and party hall are available for the customers of the premises.

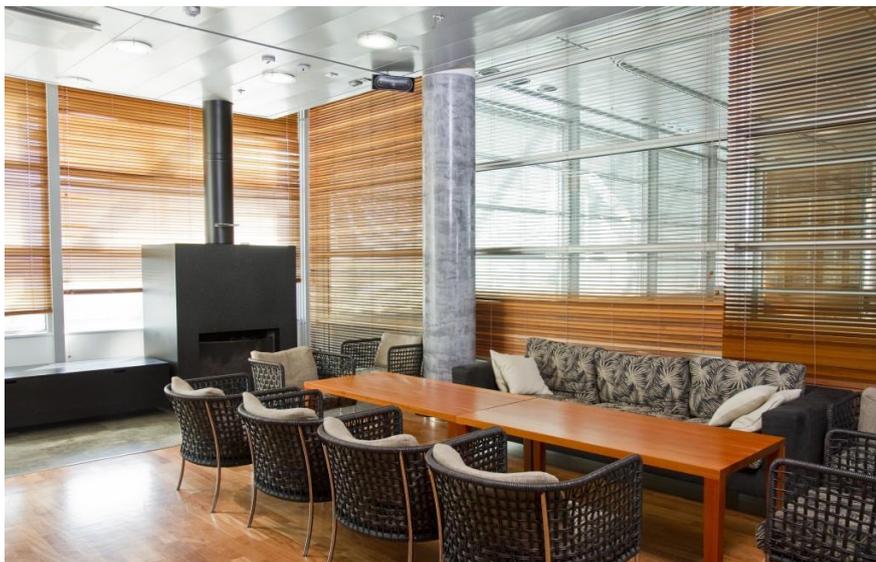


Illustration 4: An inside look of a discussion place (Keilasatama 5 2015)

3.2 Methods of data collection

To get reliable and factual results for the research primary data collection method was preferred to collect data. Contextual interview was used as a main method to collect primary data. It was the most beneficial and easiest method to collect data for the purpose of the research. The method was applied in the actual case premises Keilasatama 5. It was the efficient way to gather actual experience of users in the real place. Through the contextual interview experiences, opinions and suggestions were collected about the services in the business park premises.

The research was conducted mainly through personal interviews and observation. The focus group involved in the interview was the employees working for different business organizations in the business park premises. Various questions were carefully designed to gather relevant information for the research. The interviews took place in the business park Keilasatama 5 in Helsinki. The interview questions were established according to the aim of the research and the questions were created in order to gather useful data and developed as much as relevant to the topic.

The main purpose for the interview was to collect basic information on what the customers understand about the services that they receive in the premises. The end users experiences, expectations, opinions and suggestions were collected in the interview.

The interview conducted was open and unstructured. The questions were short and easy to understand the purpose of the interview. It was not as formal with scheduled time limit. The duration of the interview was not limited but approximately it took 10- 15 minutes per person and twelve people were interviewed separately one by one. Interviewees respected the request and they talked about their experiences in different point of view. During the interviewing process different decisions were made according to the respondents' behavior.

Some personal questions were asked to make the customers to think about what they had to tell according to the aim of the research topic, to make them involved with the interview and to make them feel free to give their answers. Questions were mainly focused on the customers' real experiences of the services in the premises. There were questions on how long they have the experience with the services in the premises, do they all know who are the service providers, how do they feel the services they experience, do they ever know the difficulties in facility management of the premises, whether they compare their experiences

with their earlier experiences in the same premises or in other business parks they have visited or worked, do they give any feedbacks of their experiences about the services. Questions also concerned about the expectations and needs of the customers about the services. There were questions free to answer, whether they have any ideas or concern and where and how the services could be developed according to their needs and wish.

4 Analysis of user experience in reality

In this chapter author presented the results of the case study and analyzed the end user expectations and perceptions. It was the practical part of the research. In Espoo region in Helsinki the case premises Keilasatama 5 is a world class quality well designed business Park. Respondents were the end users of the facility services in the premises. Respondents' backgrounds, gender, age and service quality impression and expectations were mainly concerned for the analysis of user experience in reality.

4.1 Respondants backgrounds

The end users of the services are those who are working in the highly standard building. They all have higher educational background in different fields. Most of the respondents were Finns but there were few respondents with international background. Occupation among the respondents are managerial, technological or professionals. The respondents' service experience in the premises varied from three months to eleven years.

The purpose of the analysis was to understand whether the background had any impact on service experience. To obtain basic background information of respondents' questions were asked straight away from the respondents. There were four questions asked to gather the basic information. Respondents were concerned about their health and well being and use all the facilities available in the business park premises. They preferred to carry out their works in a stress free environment.

4.2 Gender of respondent

The objective of the gender analysis was to identify which gender is more concern with their service experience, and who are expecting more improvement in service delivery, and to understand the specific problems and expectations of males and females. The idea behind the gender analysis was to learn whether the gender difference had any variation in experiencing services in the work place and who was likely to have better service experience.

From the author's personal understanding both segments are experiencing a good level of facility services in the premises and both are equally benefits from all available services in the premises. The pie chart illustrates the percentage of the gender of respondents. Seven out of twelve were males much interested in giving their experience than females.

Gender of respondents

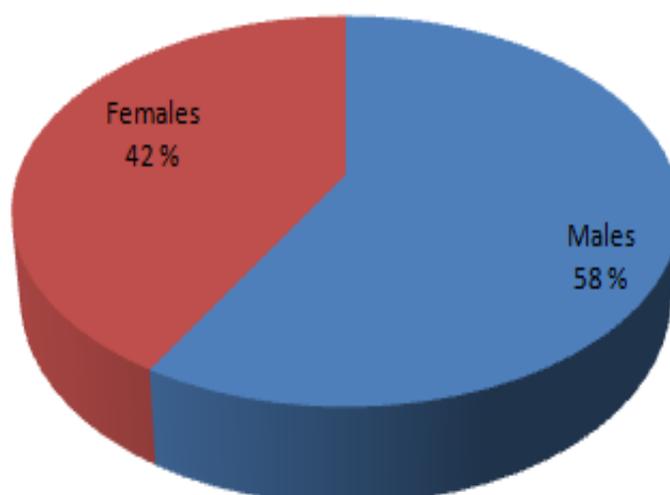


Figure 1: Gender of respondents

4.3 Age of respondents

The age group of respondents roughly grouped as five. The pie chart illustrates the percentage and separated age group of the respondents. Zero respondents out of 12 were between the age group 18 to 25, two out of twelve were between 26-31, four out of twelve were between 32-40, three out of twelve were from 40-50 and the rest three were above 51.

The purpose of the age group analysis was to learn whether the length of working period of respondents had any impact in service experience within the premises or outside. This analysis was used to understand which group had more concern with service experience and to gather their expectations and opinions. Those who were above forty had different experience with different service providing companies throughout their working life. The respondents who were less than forty had different experience with the same service provider over the years in the same premises.

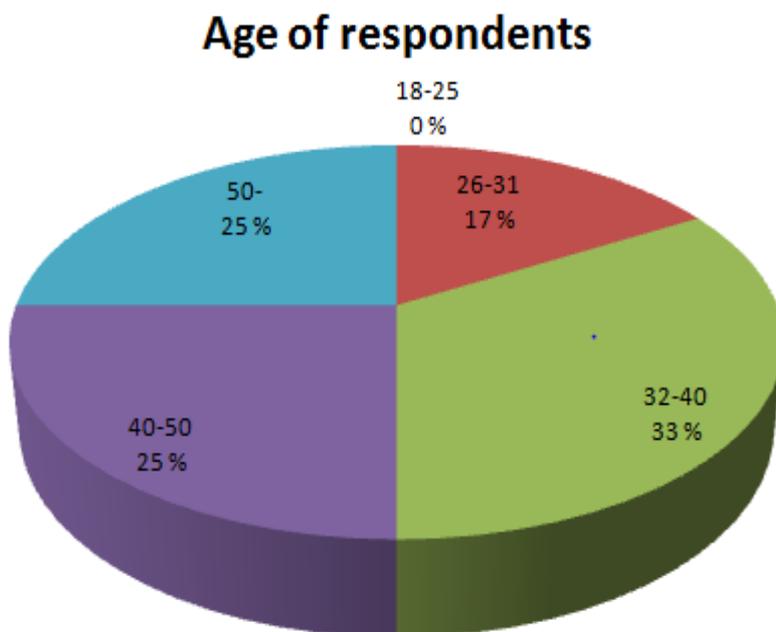


Figure 2: Age of respondents

4.4 Service quality impression of respondents

Measuring service quality is complicated. End user experience closely connected with quality of service. Service quality from the end users' perspective varies because of their different values, different ground of assessments and different circumstances. Service quality impression was the most important part in the practical study of this research. Respondents' experience of the services in the business park was in a good level.

The pie chart illustrates the percentage of the service quality impression of respondents. Seven out of twelve respondents said that the services they experience are excellent and the rest five said that it is in good level. None of the respondents said that the service quality is less than average below.

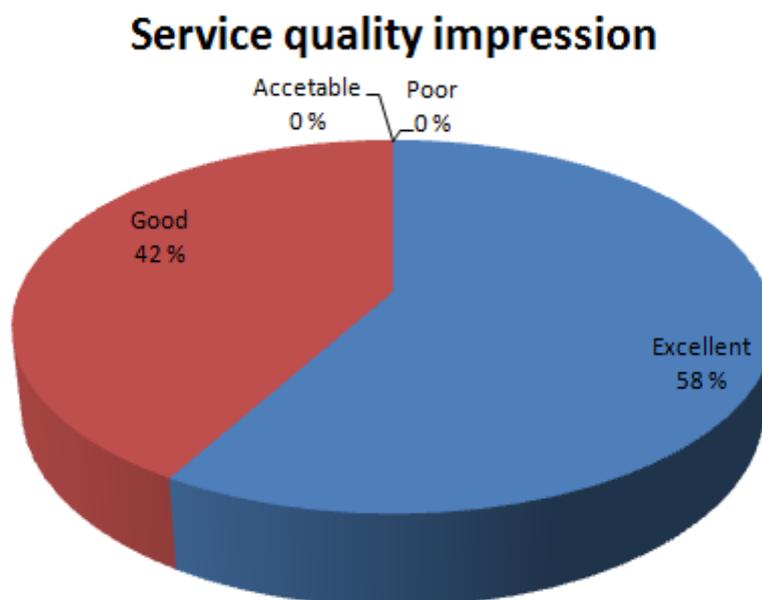


Figure 3: Service quality impression of respondent

Most of the respondents knew that the Sodexo Oy is the major service providing company as it is known from its brand logo and it is one of the well known service providing company in Finland. They didn't have any awareness about other service providing companies. Cleaning and restaurant service get more attention by the end users as they often interact with the service process. Respondents don't pay attention with other services until they face an issue with the particular services. They inform or give their feedback to the reception or through their company secretary regarding the problem to take care of that.

The respondents weren't aware of the problems or difficulties facing in the facility management services in the premises. Those who are working more than ten years compared their experiences with the current situation. They said that the quality of service in the premises becomes much better than earlier. Especially in the restaurant service has improved a lot in the quality of their services and they mentioned that they see better developments and improvements in the service over the years.

End users compared the experience with their previous work places and they experienced the difference. Cost is the important matter connected with the service quality. Compared with other places with the money they spent they receive better services it is especially in the taste and quality of food.

4.5 Expectations of the respondents

According to the contextual interview there were some expectations gathered from interviewees. Overall service experience in the restaurant was said to be good. The end users expected to consider their personal needs. An interviewee preferred to choose gluten free diets, when he noticed in the menu it was mentioned gluten free and in the buffet table it was labeled less gluten or sometimes nothing mentioned and in that case it's confusing the customers what to choose. Customers expected that the restaurant service strictly stick with allergy free labels. In the restaurant service it is not transparent on the feedback considerations. Respondents expected considering their expectations and publishing feedback in some other ways encourage their confident with the service.

Space management is part of facility management. Space allocation in the parking lot is a problem to many end users even if they have rules and regulations in the parking premises. Many of the end users have problem with the parking space. Those who come earlier haven't problems to leave their vehicles in the park but those who come late have difficulties to find a place to park their vehicles. Respondents expected parking issue should be considered by the facility management.

In the cleaning service cleaners are carelessly make mistakes with what the customers exactly expects. It causes disturbances in the system. But it could be corrected by informing straight to the working personnel.

As a whole service quality impression was in good level, but there is an issue in the building for all who had the same experience. It is quite cold and windy during winter time as the location and the material used to build the building could be the reason. Even if they have a very good service in the premises this is an issue annoying the people who are working there. Customers expected cooling and heating system of the building must be considered by the facility management team.

5 Conclusion

It is critical to measure exactly what the customers' experience with services. But customers' satisfaction is a measurement to measure how services could meet according to the customers' needs and expectations. Service design tools and methods offer valuable information to create services according to customers' needs and wants. Both literature review and primary data collection help to gain better understanding on the topic.

The purpose of using service design methods is to create effective service system to offer better experience to the end users, increase customer satisfaction, reduces inefficiencies and increase values to business. It was learned that the service design is a tool to create a better service experience to its end users with the existing services in the premises. Facility management along with the service providers in the premises have to consider how to provide quality of services to bring better experiences to its end users. Considering suggestions and opinions gained from contextual interview could bring better service experience to its end users.

Keilasatama 5 is a highly standard business park in Helsinki region offer world class facilities to its customers. Workers of different organizations in the premises are the focused group for the interview. Contextual interview used as a main method to collect data and the purpose of the interview was to collect the end users' experiences, their expectations, opinions and suggestions of outsourcing facility maintenance services of the business park.

Facility management services in the business park deal with maintaining physical things to provide a comfortable environment. In the service delivery cleaning and catering are the two services get more attention from end users, as the interaction and involvement with these both service process are quite often with end users while interaction with other services aren't get more attention by the end users until it causes any inconvenience to its users.

References

Cotts, G. Roper, O. & Payant, P. 2010. The Facility Management Handbook .New York: American Management Association.

Moritz, S. 2005. Service design practical access to an evolving field. London.

Lockwood, T. 2009. Design thinking: integrating innovation, customer experience and brand value. 3rd edition. New York, NY: Allworth Press.

Stickdorn, M. & Schneider, J. 2010. This is service design thinking: basics - tools - cases. Amsterdam: BIS Publishers.

Bitner, M., Ostrom, A. & Morgan, F. 2007. Service Blueprinting: A Practical Technique for Service Innovation. Accessed 7 December 2014.
<http://files.g51studio.com/parsons/ServiceBlueprinting.pdf>

Croplife. 2015. Service blue printing. Accessed 7 November 2015.
<http://www.croplife.com/management/service-blueprinting/>

Client Heartbeat. 2015. The complete guide to customer expectations. Accessed 21 December 2015.
<http://blog.clientheartbeat.com/customer-expectations/>

Design Council. 2005. Design methods for developing services. Accessed 20 October 2015.
<http://www.designcouncil.org.uk/>

Ho, D. 2006. The focus group interview: Rising to the challenge in qualitative research Methodology. Accessed 10 November 2015.
<http://www.nla.gov.au/openpublish/index.php/ara/article/viewFile/1914/2297>

Keilasatama 5. 2015. Services. Accessed 07 July 2015.
<http://keilasatama.fi/>

Keva. 2015. Keilasatama 5. Accessed 19 July 2015.
https://www.keva.fi/en/forrent/business_premises/helsinki_metropolitan_area/Pages/keilasatama_5.aspx

Learning space toolkit. 2015. Service blueprint. Accessed 14 October 2015.
<http://learningspacetoolkit.org/services-and-support/service-blueprint/>

Tool hub. 2013. Double Diamond Design Process. Accessed 20 November 2015.
<http://toolhub.net/double-diamond-design-process/>

UX mastery. 2012. How to create a customer journey map. Accessed 2 November 2015.
<http://uxmastery.com/how-to-create-a-customer-journey-map/>

usability.gov. 2015. Contextual Interview. Accessed 14 November 2015.
<http://www.usability.gov/how-to-and-tools/methods/contextual-interview.html>

Illustrations

Illustration 1: Structure of thesis	7
Illustration 2: Double diamond (Tool Hub, 2013)	11
Illustration 3: Outside look of the business park building (Keilasatama 5, 2015)	15
Illustration 4: An inside look of a discussion place (Keilasatama 5, 2015).....	15

Figures

Figure 1: Gender of respondents	18
Figure 2: Age of respondents	19
Figure 3: Service quality impression of respondents	20

Appendixes

Appendix 1: Unstructured questions..... 28
Appendix 2: Parking regulations..... 29

Appendix 1: Unstructured questions

Unstructured questions:

- How long you are working here?
- How do you feel the (facility) services in this building?
- Do you have any inconvenience with these services?
- Do you ever compare the services with your past experience?
- Do you have any chance to give feedback of your experience on services?
- Do they consider your feed backs?
- How do you give your feed backs?
- Do you know who the providers of different services in this building are?
- What are the things need to be improved or added?
- Do you have any opinion or suggestions for further improvement of services?
- How is your overall experience?

Appendix 2: Parking regulations

Parking regulations of the premises

4.6.2014
1(1)

KEILASATAMAN TOIMISTOKESKUS

Parking control

Parking control includes all parking spaces on the upper deck and the ground floor garage of Keilasatama 5 building. Vehicles must not be parked anywhere else except on the specified parking space marked for the company in question. A car found to be parked incorrectly will be fined by a parking control officer. Currently the amount of a parking fine is 60 euros.

Parking permits can be claimed from your company's contact person. The permit must be placed on a visible place behind the windscreen.

Visitors may park their cars to designed parking spaces marked for visitors. Visitors will be asked to fill a form with their time of arrival and cars registration number upon arrival at the reception. In case these parking spaces are all in use, it is possible to park on the host company's parking space. In this case, you will need the host company's permission. The reception provides the visitor with a temporary parking permit, which will need to be placed on a visible behind the windscreen of the car.

Keilasatama 5 parking control will be operated by **APV Alueellinen Pysäköintivalvonta Oy**. Any questions regarding the issue must be directed to the company in charge of the parking control, by email info@pysakointivalvonta.fi or calling: 020 012 012.



Keilasatama Oy Keilasatama 5
www.keilasatama.fi

Tommi Mäkelä
Päivähoito

Puhelin 020 122 0124
info.keilasatama.fi

fi