



### **Case**

## Improved service stimulates growth in South Denmark

“The project results have yielded great benefits for us. They have become an essential element in enriching all our guidance efforts.”

**Henrik Jacobsen**

**Managing Director of Væksthus Syddanmark**

**MIND  
LAB**

## Case

# Improved service stimulates growth in South Denmark

**Better service performance plus increased productivity and growth. Those are some of the results that emerged from MindLab's work with the Enterprise and Construction Agency on enhancing the services provided by the business incubator Væksthus Syddanmark. In collaboration with the design firm 1508, MindLab helped Væksthus Syddanmark place businesses' service experience at the center of its activities. Two elements in particular have helped to create a more customer-oriented culture. The first consists of personas, which are lavishly described archetypal company profiles that Væksthus's advisers regard as being accurate, lively and relevant to their activities. The second element is service journeys. These illustrate the individual elements of the businesses' guidance experience, right from their very first contact with Væksthus Syddanmark through all the various individual interactions with its advisers.**

### MindLab involved:

- 12 SMEs in the South Denmark region.
- Selected employees, via workshops and observations of guidance sessions at Væksthus Syddanmark.

### Principal results:

- Better service. Today Væksthus Syddanmark leads the five regions in customer satisfaction.
- Growth. The ability of the Væksthus incubator to create growth and jobs both among companies and in the region as a whole has increased.
- Productivity. Væksthus conducts fewer unnecessary meetings with businesses, because communication is now more direct, and mutual expectations in the guidance sessions regarding goals and content are better aligned.