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Title:
Service Operations Design at Mercuri Urval Australia

Semester:
ITL: 4th Semester

Study:
International Technology Management

Project period:
August 23, 2010 – May 31, 2011

ECTS:
60 ECTS

Supervisor:
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Synopsis
Mercuri Urval Australia is facing new challenges due to the size of client projects and thus the amount of employees involved in a project which entails a different way of working together on delivering service to the customer. Using the largest recruitment project Mercuri Urval Australia has ever conducted in cooperation with the furniture giant IKEA as a case, the complications of the process were analyzed with a supply chain perspective as well as with an internal perspective on Mercuri Urval's internal activities. The identified complications were categorized and linked to the three relationships in the service triangle between the core of Mercuri Urval, the employees and the client IKEA. The solutions were structured according to these relationships and each of them were improved using different solutions inspired by non-service theories and tools such as organizational theory, supply chain theory and operations management. The learning from Mercuri Urval was lastly discussed to generalize the results and utilize the learning in different business contexts.

Publications:	3
Number of Pages:	87
Pages in Appendix:	9
Finished:	May 31st 2011