Focusing the customer through smart services: a literature review

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Abstract
Smart services serve customers and their individual, continuously changing needs; information and communications technology enables such services. The interactions between customers and service providers form the basis for co-created value. A growing interest in smart services has been reported in the literature in recent years. However, a categorization of the literature and relevant research fields is still missing. This article presents a structured literature search in which 109 relevant publications were identified. The publications are clustered in 13 topics and across five phases of the lifecycle of a smart service. The status quo is analyzed, and a heat map is created that graphically shows the research intensity in various dimensions. The results show that there is diverse knowledge related to the various topics associated with smart services. One finding suggests that economic aspects such as new business models or pricing strategies are rarely considered in the literature. Additionally, the customer plays a minor role in IS publications. Machine learning and knowledge management are identified as promising fields that should be the focus of further research and practical applications. Concrete ideas for future research are presented and discussed and will contribute to academic knowledge. Addressing the identified research gaps can help practitioners successfully provide smart services.

Keywords Smart services • Value co-creation • Literature review • Status quo analysis • Future research agenda

JEL classification L80 • L86