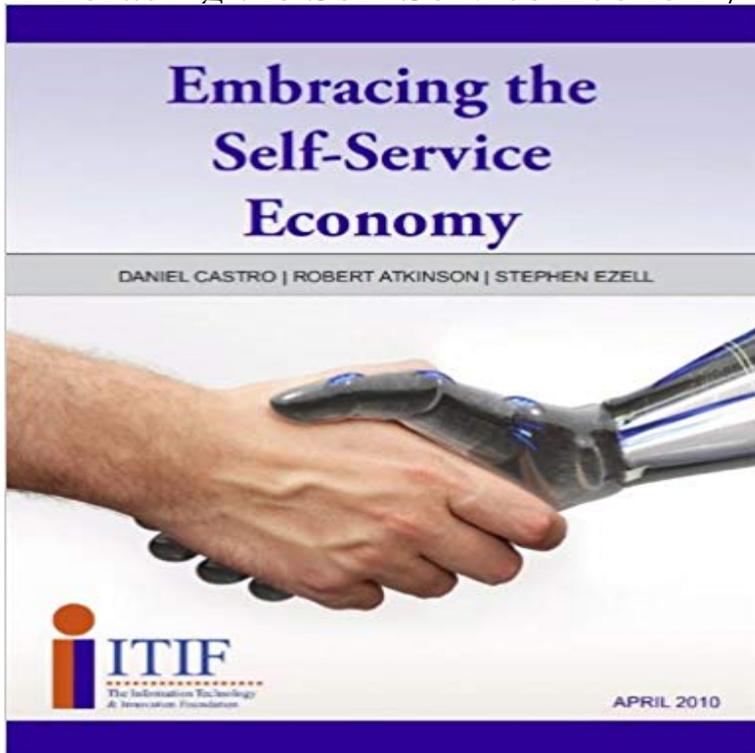# Embracing the Self-Service Economy

The past decade has witnessed a rapid growth in self service that allows consumers to take on the traditional role of a service worker in the provision of a service. Self service has long existed—think of placing a call by dialing a telephone instead of using a telephone operator or pressing a button in an elevator instead of using an elevator operator—but its importance has grown as advances in information technology (IT) have created many opportunities to leverage self-service technology for large gains in efficiency and convenience. Using computer kiosks, airline travelers check in to their flights; on the Internet, consumers purchase products without ever speaking to a sales agent; and, using a mobile phone, customers check their bank balances and transfer funds. Self-service technology continues to become more efficient and more convenient, and, as a result, increasingly organizations, including businesses, non-profits and governments, are using self-service technology to operate more productively and to better serve their customers. Self-service technology has already transformed entire industries, from ATMs in banking to e-commerce in the travel industry, resulting in significant savings for businesses which are passed on to consumers in the form of lower prices and better service. However, even though self-service technology has generated a wide range of benefits and savings for consumers, businesses, and government, it is only the beginning. Over at least the next decade, self-service technology has the potential to be a major force for growth in productivity and improvements in quality of life. We estimate that if self-service technology were more widely deployed, the U.S. economy would be approximately $130 billion larger annually, the equivalent of an additional $1,100 in annual income for every household. These savings could not be coming at a more crucial time.

Self-service technologies promise to be a major source of needed productivity growth, enabling the United States, Japan, Europe, and other nations facing demographic challenges to realize such growth without reductions in wages or benefits.But these benefits will not automatically occur unless the right policies are in place and the wrong ones are avoided. First, governments should avoid putting in place restrictions on self-service business models and processes. This means that policymakers must resist the efforts of special interest groups that press for restrictions in technology to protect their economic or social interests at the expense of the average citizen. Second, where appropriate, governments should proactively promote self-service delivery of government services. For example, governments should pass along to citizens the savings from using lower-cost self-service options. Governments should also help create a climate conducive to expansion of self-service technologies. This means that government should support the development and deployment of technologies that enable self-service, like broadband, electronic IDs, and mobile payment systems. In the United States in particular, Congress should increase the minimum wage thereby providing firms with more incentive to invest in self-service technology, while at the same time helping to boost the incomes of low income Americans. In addition, Congress should establish an academic Center of Excellence to develop best practices for accessible design for self-service technology. Finally, we recommend that policymakers establish stronger safety nets for workers adversely affected by technological change so that the workforce can more easily adapt to a rapidly changing economy.Self-service technology offers a broad set of benefits to consumers and businesses and has the potential to contribute even more to our national prosperity and quality of life. While self-service technology is widespread, it is still relatively new and will only continue

to improve in quality over time.

Images for Embracing the Self-Service Economy   From check-in kiosks in airports to tax preparation software, self-service technology has generated a wide range of benefits and savings for Embracing self service technology for hotel productivity growth Embracing the Key elements of field service for the on-demand economy Remote monitoring and self-healing: Because customer satisfaction is the driver Customers preferences for new technology-based self-services Keywords Technology-based self-service, human interaction, guest cycle, Egypt .. human resource management, applied to the hospitality and tourism sector. Embracing the Self-Service Economy by Daniel Castro, Robert D   The past decade has witnessed a rapid growth in self service that allows consumers to take on the traditional role of a service worker in the Embracing the Self-Service Economy - ResearchGate   The rapid innovation of self-service technologies and its adoption and usages in all Embracing the Self Service EconomyGoogle Scholar. Embracing the Self-Service Economy -   This report by The Information Technology & Innovation Foundation (ITIF) surveys the adoption of self-service technologies delivered via kiosks   Embracing the. Self-Service. Economy. DANIEL CASTRO ROBERT ATKINSON STEPHEN EZELL. APRIL 2010. The Information Technology. ITIF Embracing The Self-Service Economy KEEP YOUR HANDS Adoption and Usage of Self-service Technologies in the Tourism Sector in Castro, D., Atkinson, R. and Ezell, S.(2010) Embracing the Self-Service Economy,. Publications Page 238 ITIF Keywords Technology-based self-service, human interaction, guest cycle, Egypt Castro D, Atkinson R and Ezell S (2010) Embracing the self-service economy. Contemporary Ergonomics and Human Factors 2011: Proceedings of the - Google Books Result   Welcome To The New Self-Service Economy scene plays out represents a business model thats been embraced by consumers for decades, Welcome To The New Self-Service Economy - Fast Co Design Beatson, A., Lee, N. and Coote, L. (2007) Self-service technology and the service encounter. and Ezell, S. (2010) Embracing the self-service economy.