Service Blueprinting
Service Blueprinting

- A tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer’s point of view.

**FIGURE 9.3** Service Blueprinting

Service blueprint
- Process
- Points of contact
- Evidence

**Service blueprinting**
A technique for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer’s point of view.
Building a Service Blueprint

FIGURE 9.7
Building a Service Blueprint

Step 1
Identify the process to be blueprinted

Step 2
Identify the customer or customer segment

Step 3
Map the process from the customer’s point of view

Step 4
Map contact employee actions and/or technology actions

Step 5
Link contact activities to needed support functions

Step 6
Add evidence of service at each customer action step
Service Blueprint Components

Customer Actions

*line of interaction*

Visible Contact Employee Actions

*line of visibility*

Invisible Contact Employee Actions

*line of internal interaction*

Support Processes
Service Blueprint Components

FIGURE 9.4  
Service Blueprint Components

- Physical evidence
- Customer actions
  - Line of interaction
- Employee actions (onstage/visible)
  - Line of visibility
- Employee actions (backstage/invisible)
  - Line of internal interaction
- Support processes
Blueprint for Express Mail Delivery Service

FIGURE 9.5 Blueprint for Express Mail Delivery Service

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Blueprint for Overnight Hotel Stay Service

FIGURE 9.6
Blueprint for Overnight Hotel Stay Service

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Application of Service Blueprints

- New Service Development
  - concept development
  - market testing
- Supporting a “Zero Defects” Culture
  - managing reliability
  - identifying empowerment issues
- Service Recovery Strategies
  - identifying service problems
  - conducting root cause analysis
  - modifying processes
Blueprints Can Be Used By:

- **Marketing**
  - creating realistic customer expectations:
    - service system design
    - promotion

- **Operations**
  - rendering the service as promised:
    - managing fail points
    - training systems
    - quality control

- **Human Resources**
  - empowering the human element:
    - job descriptions
    - selection criteria
    - appraisal systems

- **System Technology**
  - providing necessary tools:
    - system specifications
    - personal preference databases
Benefits of Service Blueprinting

- Provides a platform for innovation- strategic and tactical.
- Recognizes roles and interdependencies among functions, people, and organizations.
- Designs moments of truth from the customer’s point of view.
- Suggests critical points for measurement and feedback in the service process.
- Clarifies competitive positioning.
- Provides understanding of the ideal customer experience.