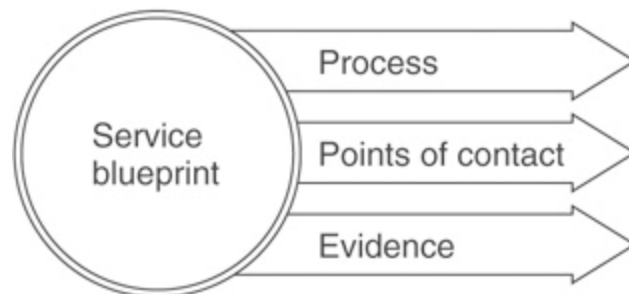# Service Blueprinting

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

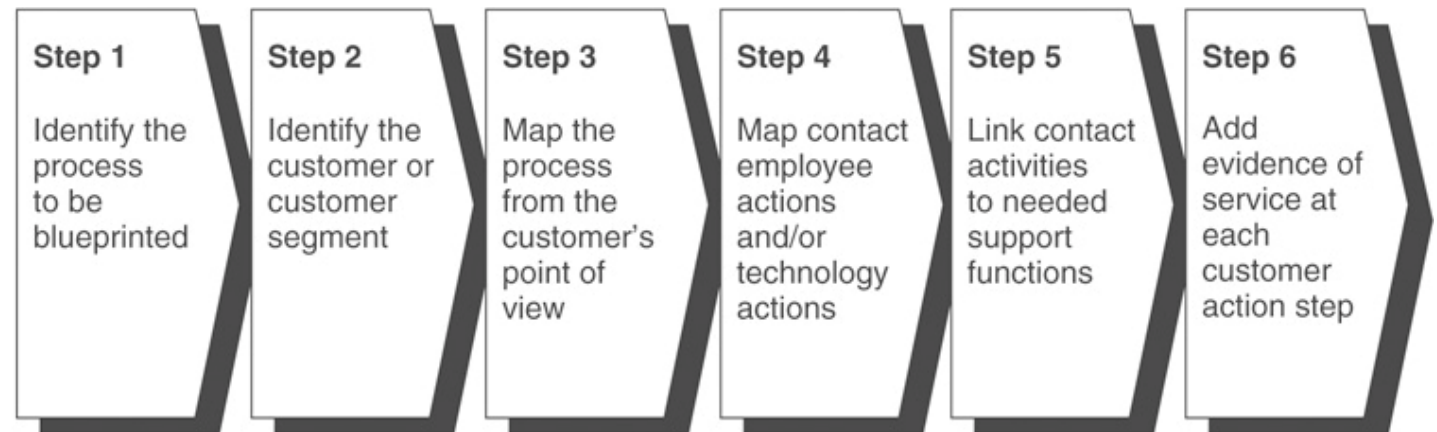Service blueprint → Points of contact

Service blueprint → 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
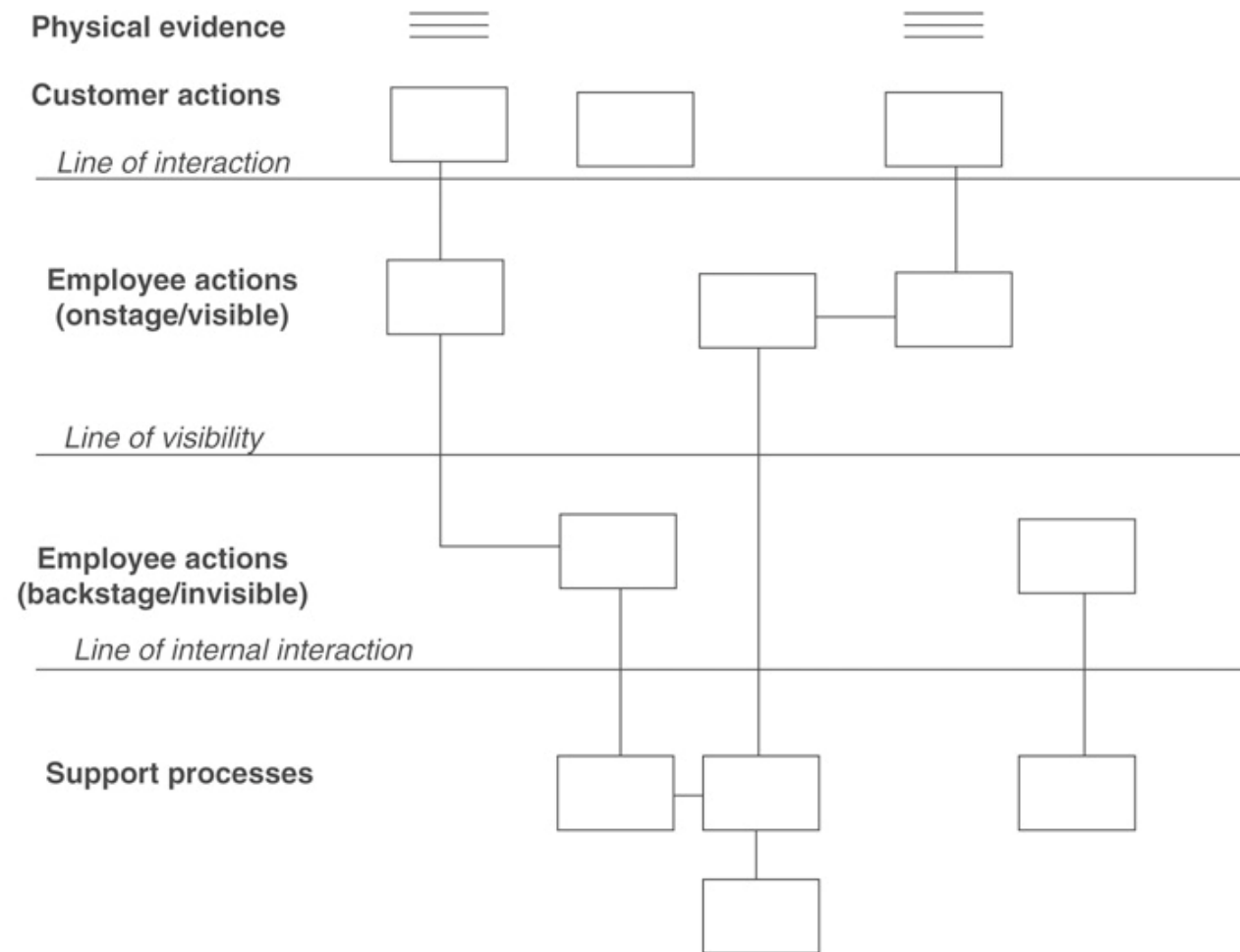
Blueprint for Express Mail Delivery Service

FIGURE 9.5   Blueprint for Express Mail Delivery Service

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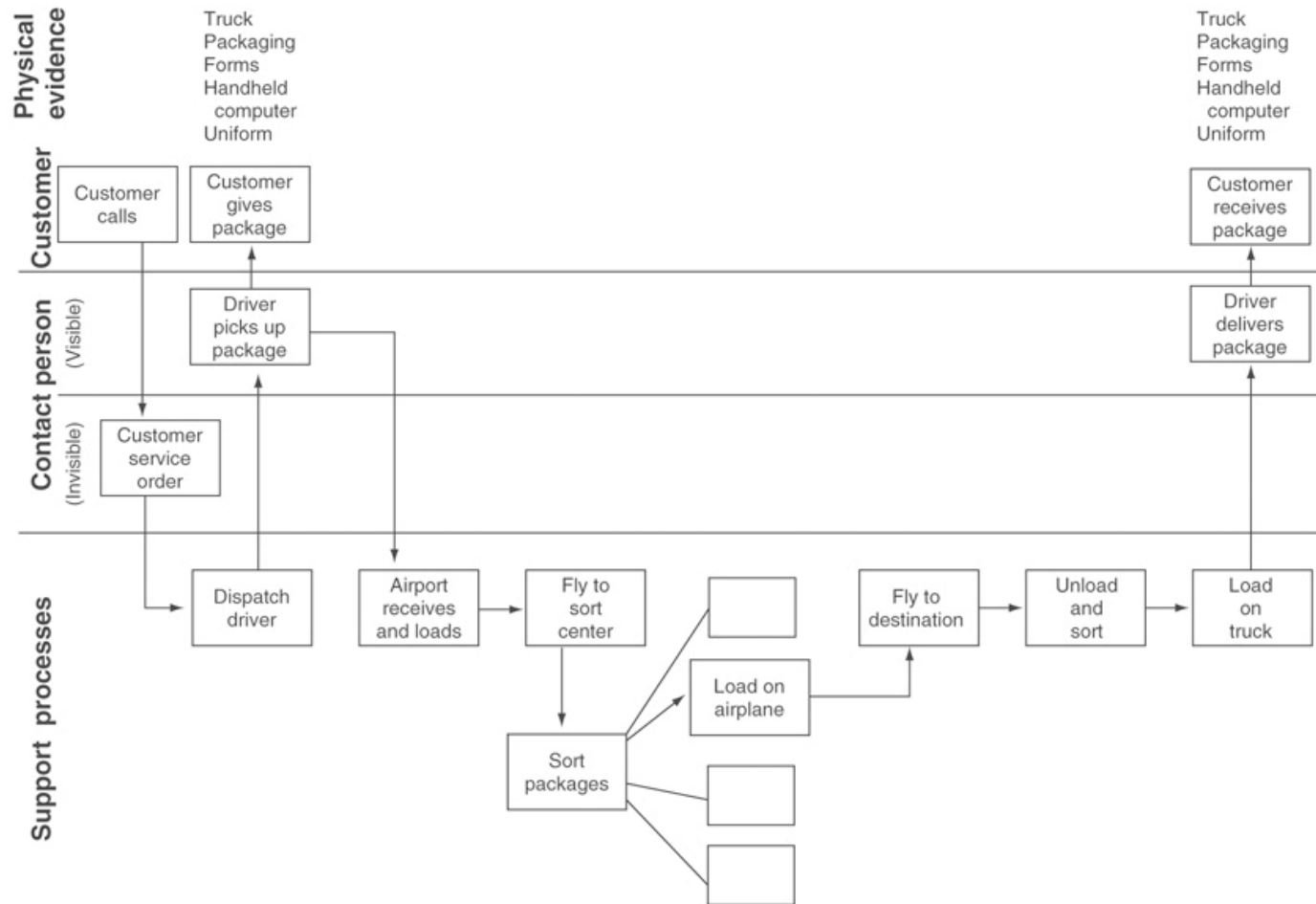
Blueprint for Overnight Hotel Stay Service

FIGURE 9.6
Blueprint for Overnight Hotel Stay Service

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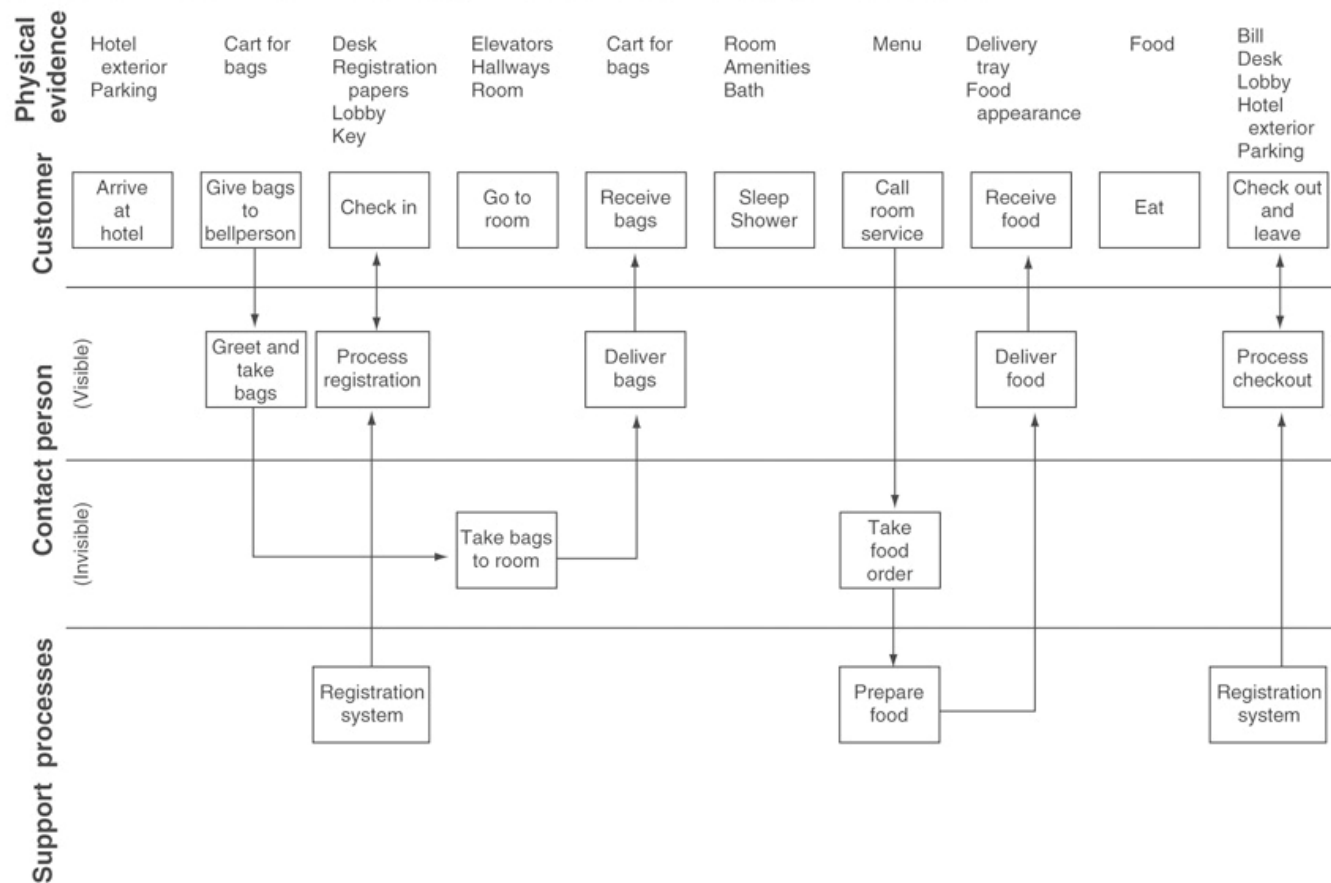
Application of Service Blueprints

- **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.