

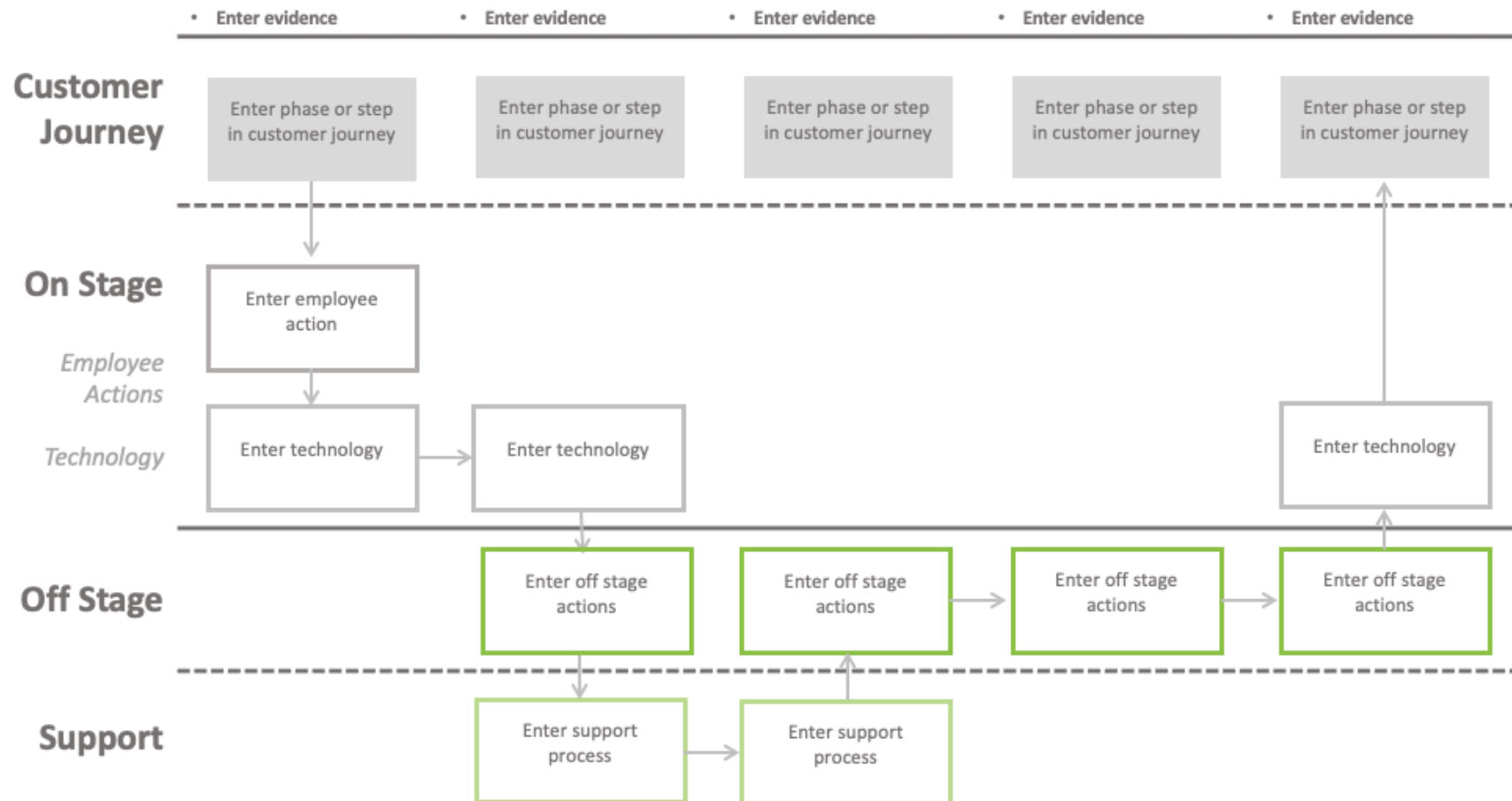
Service Blueprint

The Service Blueprint is a process map that articulates how the organization delivers the customer's experience. The Blueprint details the customer's journey and interactions with the organization. For each touchpoint, the map details the supporting processes, people, and technology involved directly in the transaction, or involved behind the scenes.

Steps for Completing a Service Blueprint

1. Start with the Customer's Journey. Try to describe the process from the customer's perspective.
2. Identify the Evidence of the process.
3. Think about what is "On Stage". Specify the Touchpoints. The Touchpoints are the interactions between the customer and the organization. Touchpoints can be with an operator or with technology.
4. List what is happening behind the scenes. These are the "Off Stage" processes that the customer doesn't see, but benefits from.
5. Identify the suppliers and support resources the create the inputs that are required by the process.

Evidence



Service Blueprint – (name of project or process)

Understanding the customer's journey, touchpoints, and interactions.

List the physical things the customer is experiencing.

Detail what the customer's journey is. What are they trying to achieve? What process are they following?

Think about what is "On Stage". What are the interactions between the customer and the organization?

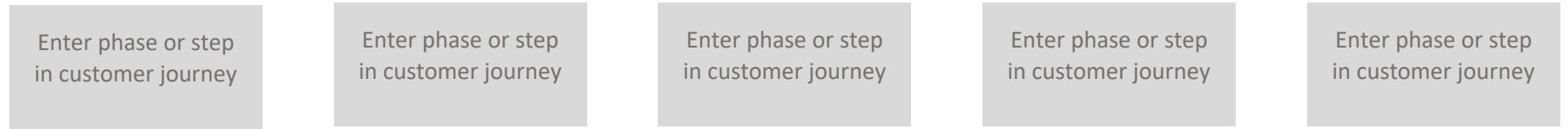
What are the internal process? Summarize what is happening behind the scenes.

What are the inputs and support processes?

Evidence

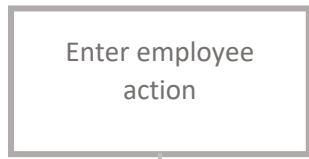
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Customer Journey

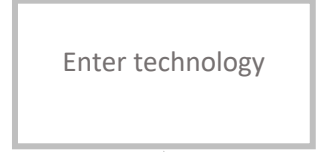
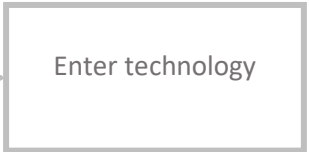
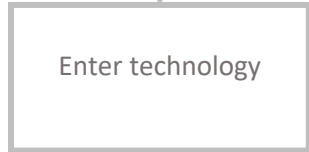


On Stage

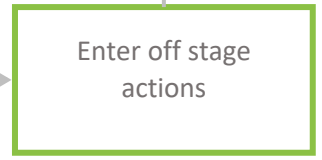
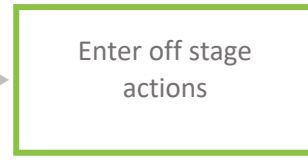
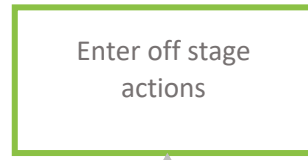
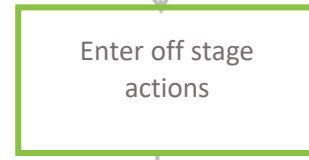
Employee Actions



Technology



Off Stage



Support

