

Service Blueprint

Physical/Tangible Evidence

Customer Actions

- Line of interaction

Onstage/Visible Contact Employee/Technology Actions

- Line of visibility

Backstage/Invisible Contact Employee Actions

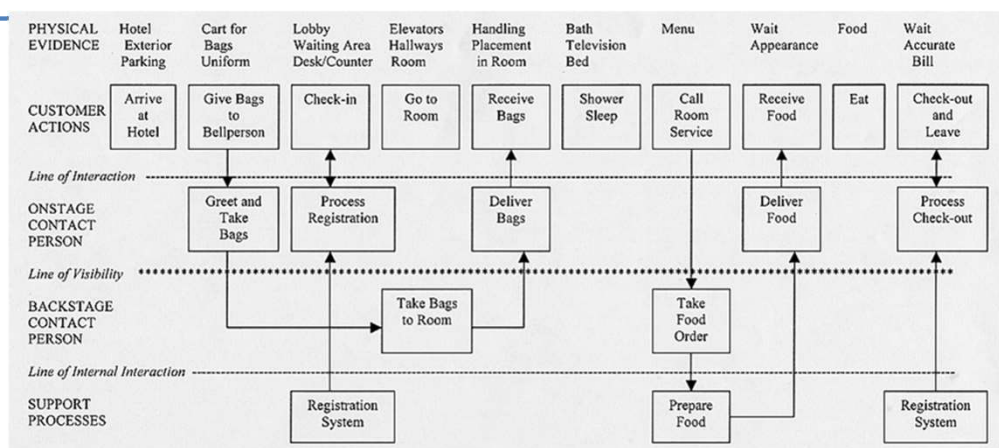
- Line of internal interaction

Support Processes

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Service Blueprint of Luxury Hotel



Steps in designing a blueprint

1. Identify the service to be blueprinted
 - Basic business concept
 - A service within a family of services
 - A specific service component
2. Identify the customer segment that receives the service
3. Map the service from the customer's point of view
4. Draw the lines of interaction and visibility
5. Map the service from the customer contact person's point of view
6. Draw the line of internal interaction
7. Link customer and contact person activities to needed support functions
8. Add physical evidence

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How will the blueprint help?

- Identifying key processes necessary along with what needs to be visible to the customer
- Identifying failure points and arranging for necessary fail safe mechanisms
- Helps choreograph an ideal service encounter
- Aid service improvement efforts

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