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Service Blueprint Guide

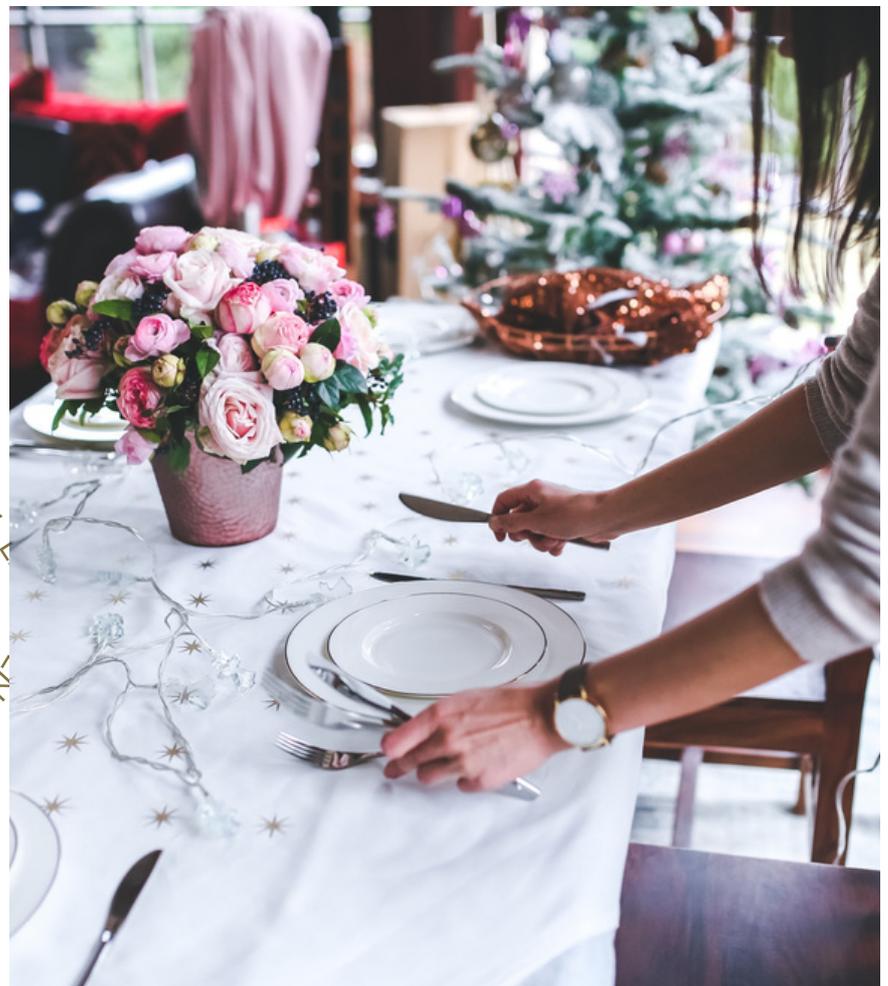


Advisory Services

What is a Service Blueprint?

The Service Blueprint is a detailed graphic representation of the service over time - showcasing the user's journey, the various touch points and channels, alongside the parts behind the scenes that actually bring the service to life.

It helps ensure that everyone involved in delivering the service understands their role and that the user has a coherent experience.



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Why create a Service Blueprint?

- It helps create an experience that everyone involved understands.
- It helps analyze existing services to identify improvements.
- It guides the process of prototyping new features.
- It helps align front and back-office processes and cross-functional teams.
- It serves as a basis for user testing and service design research.



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Service Blueprint Result

Blueprints are visual maps that identify the key stages, touchpoints and other components that make up a service. A combination of text and graphics may be accompanied by photos or drawings, illustrating specific touchpoints in more detail or providing additional information.

Blueprints identify for each role the actions performed along each step, including the actions users can see (above the line of visibility), and those that take place in the back office (below the line of visibility).

Blueprints combine the roles and interactions of the humans, machines (including artificial intelligence) and organizations involved in delivering the service.



Service Blueprint Template



	ATTRACT ATTENTION	INFORM	USE	SUPPORT	MAINTAIN	RE-USE STOP USING
USER What does the user do?						
TOUCHPOINTS What are the moments and places the customer gets into direct contact with our service?						
SERVICE DIRECT CONTACT What do our front-line staff actually do?						
SERVICE BACK OFFICE What do our back-office staff actually do?						
MEANS & PROCESSES What else is involved? (resources, external partners, upstream and downstream processes)						

(eg. If the service is linked to a hospital stay following a surgery :-))



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Ready to start drafting Your Service Blueprint?

Does your company need
help defining and
implementing this template?

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accompany your teams
through the process.

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