



The Next P: Process.



SERVICE BLUEPRINTING.

- A picture or a map that accurately portrays the service system so that the different people involved in providing can understand and deal with it objectively .
- It visually depicts the service by simultaneously depicting the process of service delivery, the points of customer contact, the roles of customer and employees and the visible elements of the service.
- It provides a way to break a service down into its logical components and depict the steps or tasks in the process, the means by which tasks are executed and the evidence as the customer experiences it.



Blueprint Components

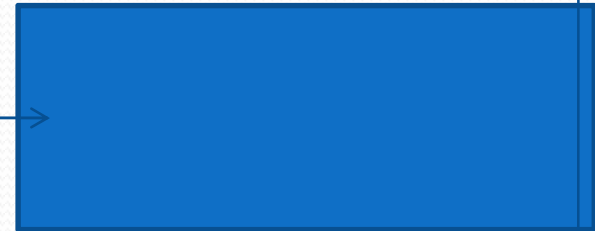
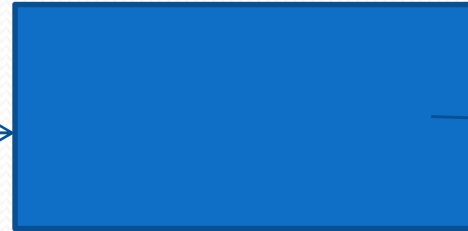
- **Customer Actions:** Steps, choices, activities and interactions that customers perform in the process of purchasing, consuming and evaluating the service.
- **Onstage Employee Action.:** Actions which are visible to the customer.
- **Backstage contact employee actions.:** Contact employee actions that occur behind the scenes.
- **Support Processes:** Internal services, steps and interactions that take place to support the contact employees in delivering the service.

**CUSTOMER
ACTIONS**

PHYSICAL EVIDENCE

**LINE OF
INTERACTION**

**ONSTAGE
CONTACT
EMPLOYEE
ACTIONS**



LINE OF VISIBILITY

**LINE OF INTERNAL
INTERACTION**

**BACKSTAGE CONTACT
EMPLOYEE ACTIONS**

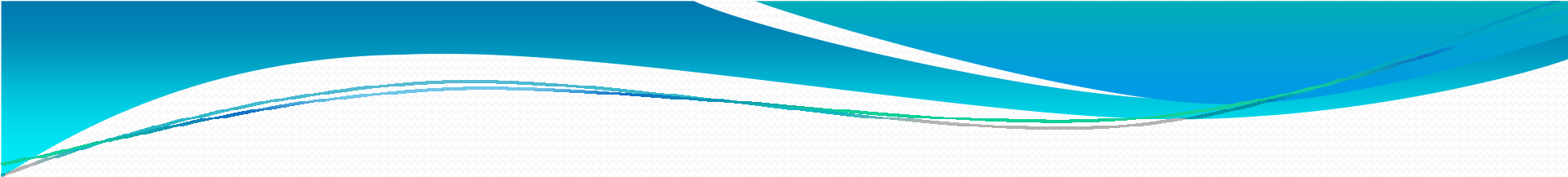
**SUPPORT
SYSTEMS**





Using the Blueprint

- Each step logically ordered: employees know what to do and how.
- Critical Fail points can be identified.
- Opportunities for augmented product can be discovered.
- Line of visibility promotes conscious decision as to what customers see and which employees will be in contact with customers.

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- Provides a basis for identifying and assessing cost and revenue, capital invested in each element of the service.
 - Constitutes a rational basis for both external and internal marketing.
 - Facilitates quality improvements.



Building the Blueprint.

1. Identify the process to be blueprinted.
2. Identify the customer or customer segment.
3. Map the process from customer's point of view.
4. Link contact activities to needed support functions.
5. Add evidence of service at each customer action step.