Introduction to Service Blueprint
Platform for action
Why?
A stay in a hotel
A stay in a hotel
A stay in a hotel

September 26, 2012
A stay in a hotel

Google

Copenhagen Scandic Hotel. Hotel deals, rates and availability.

Available Room List

<table>
<thead>
<tr>
<th>Room</th>
<th>Guest Name</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>John Doe</td>
<td>10.00</td>
</tr>
<tr>
<td>102</td>
<td>Maria Smith</td>
<td>10.00</td>
</tr>
<tr>
<td>103</td>
<td>Patricia G.</td>
<td>10.00</td>
</tr>
<tr>
<td>104</td>
<td>Joe R.</td>
<td>10.00</td>
</tr>
</tbody>
</table>

Charge Information

- Telephone: 3.00
- Total: 10.00

Anders Kjeseth Valdersnes
anders@livework.co.uk
‘Designing Services That Deliver’
G. Lynn Shostack, 1984

Exhibit I

Blueprint for a Corner Shoeshine

- Standard execution time: 2 minutes
- Total acceptable execution time: 5 minutes

1. Brush shoes
2. Apply polish
3. Buff
4. Collect payment

- Fall point
- Wrong color wax

- Materials (e.g., polish, cloth)
- Clean shoes
- Not seen by customer but necessary to performance

- Line of visibility
- Facilitating products and services
- Facilitating supplies

Select and purchase supplies

Harvard Business Review

G. Lynn Shostack

[Image of book cover]
Exhibit 1: Blueprint for a Corner Shoeshine

TIME

Line of Visibility

- **Standard execution time**: 2 minutes
- **Total acceptable execution time**: 5 minutes
- **Brush shoes**: 30 seconds
- **Apply polish**: 30 seconds
- **Buff**: 45 seconds
- **Collect payment**: 15 seconds

Wrong color wax

**Fail point**

Seen by customer

Clean shoes

Materials (e.g., polish, cloth)

Select and purchase supplies

Facilitating products

Facilitating services and products

Not seen by customer but necessary to performance
‘Lean consumption’

J. P. Womack and D. T. Jones, 2005
‘Service Blueprinting’
Mary Jo Bitner et al, 2007

Service Blueprinting: A Practical Technique for Service Innovation

Mary Jo Bitner
PetSmart Chair in Services Leadership
Center for Services Leadership
W. P. Carey School of Business
Arizona State University
Tempe, AZ 85287-4106
mary.j.bitner@asu.edu 480-965-6201

Amy L. Ostrom
Associate Professor of Marketing
W. P. Carey School of Business
Arizona State University
Tempe, AZ 85287-4106
amy.ostrom@asu.edu 480-965-6201

Felicia N. Morgan
Assistant Professor of Marketing
University of West Florida
Department of Marketing and Economics
Pensacola, FL 32514
fmorgan@uwf.edu 850-474-3699

The authors thank the Center for Services Leadership for its support of this project. They also sincerely thank the individuals who contributed to this year’s edition, including: Craig Belk and Myron Goforth of Yellow Transportation (YRC Worldwide); Renee Ryan, formerly of ARAMARK and currently with Westin Hotels International; Mark Boekhoff, consultant to Marks Group International and a professor at Northern Illinois University; Rick Means of the San Francisco Giants; and Sara Moulton Reger of IBM. In addition the authors thank three anonymous reviewers and the editor at California Management Review for their helpful and constructive comments on earlier drafts of this paper.

Copyright 2007
Center for Services Leadership, Arizona State University
Working Paper
Not to Be Cited or Quoted Without Permission
What is a Service Blueprint?

- service specification for build
- tool for managing service operations
- a shared and visual overview
- putting the users at the core
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step
- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint
- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step
- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint
- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step
- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint
- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step
- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint
- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step

- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint

- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step
- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint
- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
What is a Service Blueprint?

- a map of a User Journey
  - phase by phase
  - step by step
- a map of Touchpoints
  - channel by channel
  - touchpoint by touchpoint
- a map of Backstage Processes
  - stakeholder by stakeholder
  - action by action
Examples
Empowering Young People Portal
Make it Work

Service Blueprint

Project Blueprint Foundations 4 the Future

Aware

- Client meets with F4F and their key worker.
- F4F helps introduce the client to their NDW.
- NDW and client hold their first meeting together.

Sign Up

- Client communicates the preparation to members in order to draft agency plans.
- Provide clients with introductory sessions.

Use

- Help the client create cohesive group.
- Regular visits with service meetings.
- Test sessions.

To download a pdf of the Foundations 4 the Future Service Blueprint click on the following link:

blueprint_f4f.pdf

Rough service Blueprint produced in session

RBLI Team

Jobshop 2000 Team

Sunderland City Council and live|work visited each of the providers to discuss their projects in detail. Live|work facilitated service blueprinting sessions for the providers, the outcomes of which can be viewed in the Project Organisations section in this blog.
Project Blueprint

Foundations 4 the Future

Make it Work
Make it Work

Bridging the Gap through Technology

1. Signing Up

Contact EBC to register your interest in the course.

Come in and together we will create your individual learning plan.

2. Bridging the Gap through Technology

ICT programme

An engaging 3-stage course that aims to build ICT skills of the over 50’s and bring them together with potential employers.

Beginners

Easy does it... develop basic computer skills which will help you get to grips with online job applications as well as creating eye-catching CVs and personal statements.

Intermediate

Unlock your potential... widen your knowledge of computer packages and their users. Mock interviews will help prepare you to get the job you want.

Advanced

The sky is your limit... key to success through the use of more advanced ICT packages and skills in the use of media equipment to develop your skills and give you a taste of work that interests you.

3. You progress

After the course EBC will be running computer based and user support courses, where you can meet potential employers.

Contact

Christine Vickers
Education Business Connections (EBC)
Unit 7ST & 7R1
North East Business & Innovation Centre
Sunderland Enterprise Park (Bazat)
Sunderland SR5 2TH
Sunderland
Email: info@ebc.ltd.co.uk

Anders Kjeseth Valdersnes
anders@livework.co.uk
## Low Carb Lane

### Saverbox Blueprint

<table>
<thead>
<tr>
<th>Timescale</th>
<th>Market</th>
<th>Assess</th>
<th>Offer</th>
<th>Survey</th>
<th>Quote</th>
<th>Install Measures</th>
<th>Certify</th>
<th>Repayment</th>
<th>Refer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3-4 weeks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12-18 months</td>
<td></td>
</tr>
</tbody>
</table>

### Customer Experience Management

<table>
<thead>
<tr>
<th>Touchpoints</th>
<th>Time to Face</th>
<th>Move to Print</th>
<th>Follow Up Date</th>
<th>Assessment in Plan</th>
<th>Home Survey</th>
<th>Reservoir Quen</th>
<th>Join Credit Union</th>
<th>Reservoir Installation Data</th>
<th>Measures Reactive</th>
<th>Certify - Certificate Issue</th>
<th>Reports &amp; Guarantees</th>
<th>Repayment</th>
<th>Refer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Back Stage

<table>
<thead>
<tr>
<th>Water Zone</th>
<th>Credit Union</th>
<th>Installer</th>
<th>Low Carb Solution</th>
<th>Actual Cost Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

KONFIDENSIELT

live|work nordic AS
www.livework.no
Anders Kjeseth Valdersnes
anders@livework.co.uk
Low Carb Lane
Garlands New Employee Timeline

0 months
- Welcome to Garlands
- Recruit
- On-boarding
- Training
- Academy
- Go live
- Meet the team
- Ramp up

3 months
- Review

Events Timeline
- New employee training
- Academy
- Go live
- Meet the team
- Ramp up
- Review

Employee Experiences
- First few weeks
- Social events
- Training sessions
- Team building
- Customer interactions

Garlands Hall Centre