



## Service Blue Printing

- Service blueprinting is a strategic tool that helps businesses understand how a service is delivered to a customer.
- It's a diagram that shows the relationships between the people, processes, and physical and digital touch points involved in the service.
- A service blueprint is **a diagram that visualizes the organization of business processes in regard to service delivery to the end customer.**





## Benefits of Service Blue Printing

- **Provides a platform for innovation.**
- **Recognizes roles and interdependencies among functions, people and organizations.**
- **Facilitates both strategic and tactical innovations.**
- **Transfers and stores innovation and service knowledge.**
- **Designs moments of truth from the customer's point of view.**
- **Suggests critical points for measurement and feedback in the service process.**
- **Clarifies competitive positioning.**
- **Provides understanding of the ideal customer experience.**

