

Regents Park Publishers

DEN 423

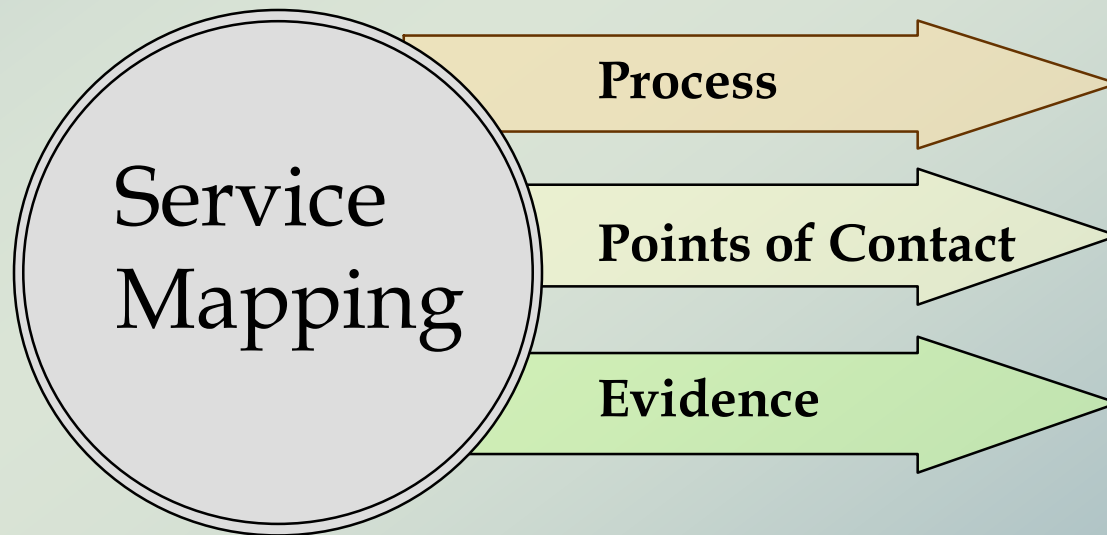


**System
Blueprinting**

System Mapping/Blueprinting

System Mapping/Blueprinting

- A tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view.



Application of Blueprints

- New Service Development
 - concept development
 - market testing
- Supporting a “Zero Defects” Culture
 - managing reliability
 - identifying empowerment issues
- System Recovery Strategies
 - identifying problems
 - conducting root cause analysis
 - modifying processes

Blueprint Components

CUSTOMER ACTIONS

line of interaction

“ONSTAGE” CONTACT EMPLOYEE ACTIONS

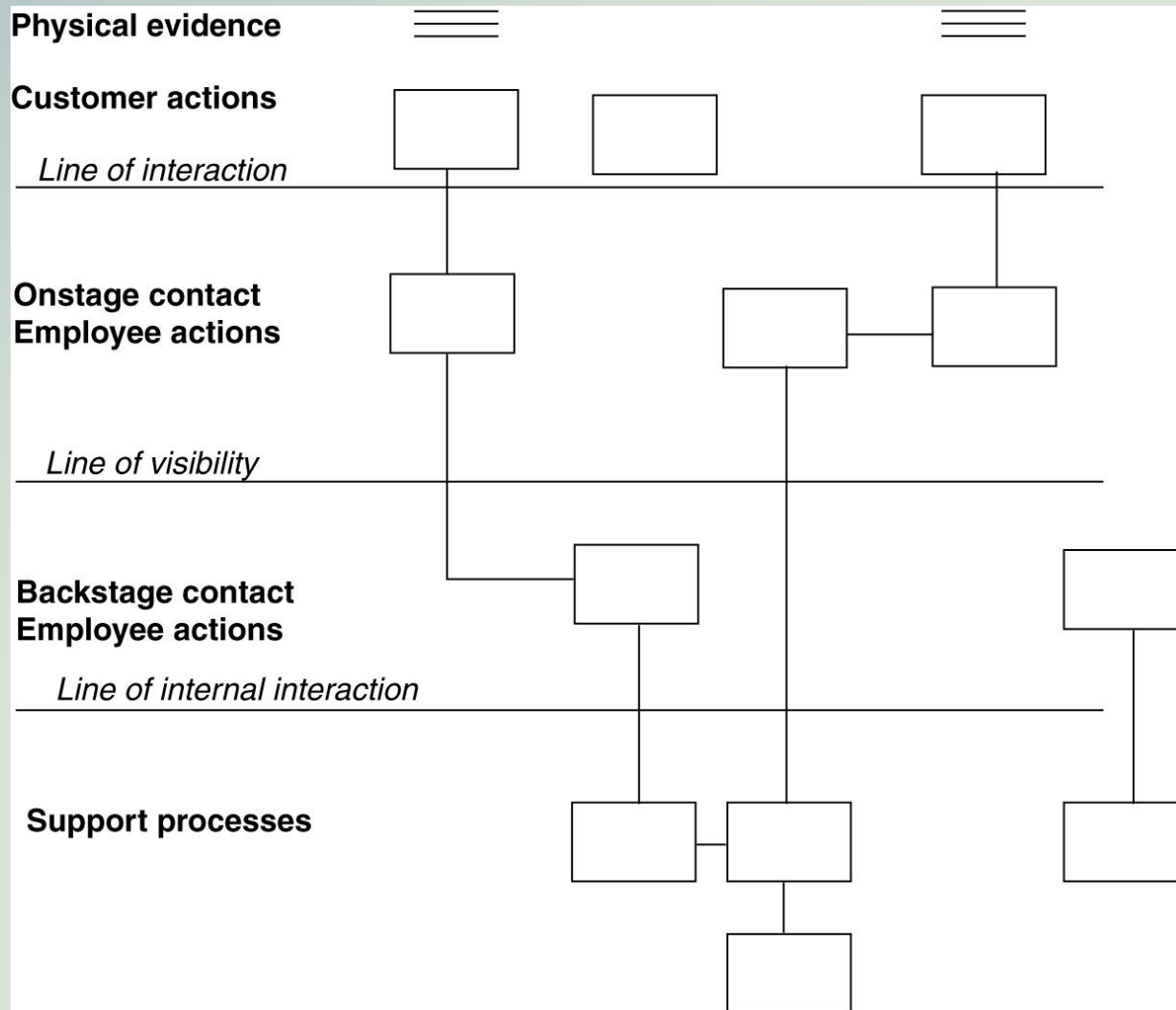
line of visibility

“BACKSTAGE” CONTACT EMPLOYEE ACTIONS

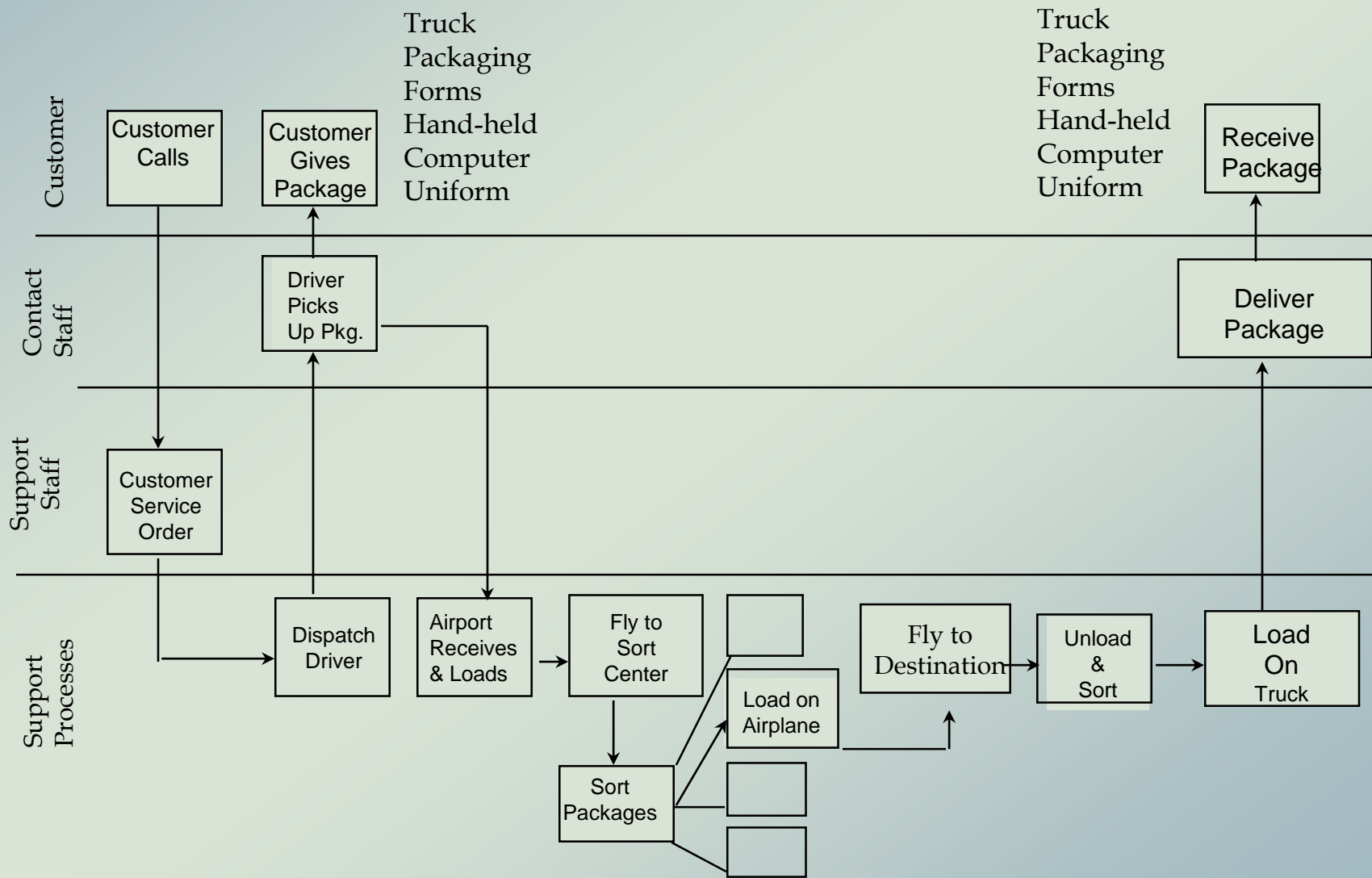
line of internal interaction

SUPPORT PROCESSES

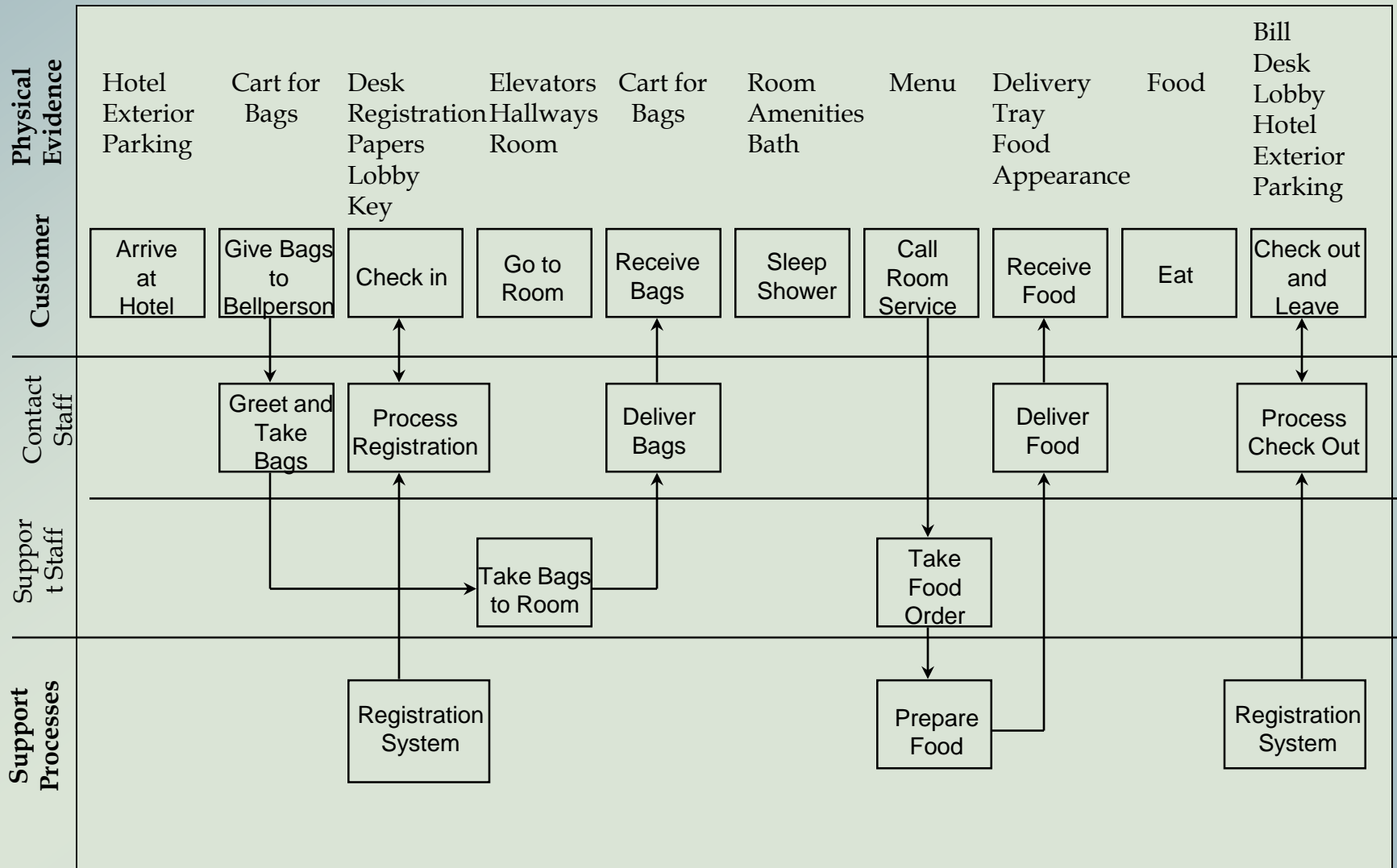
Service Blueprint Components



Express Mail Delivery Service



Overnight Hotel Stay



Building a System Blueprint

Step 1

Identify the process to be blue-printed.

Step 2

Identify the customer or customer segment.

Step 3

Map the process from the customer's point of view.

Step 4

Map contact employee actions, onstage and backstage.

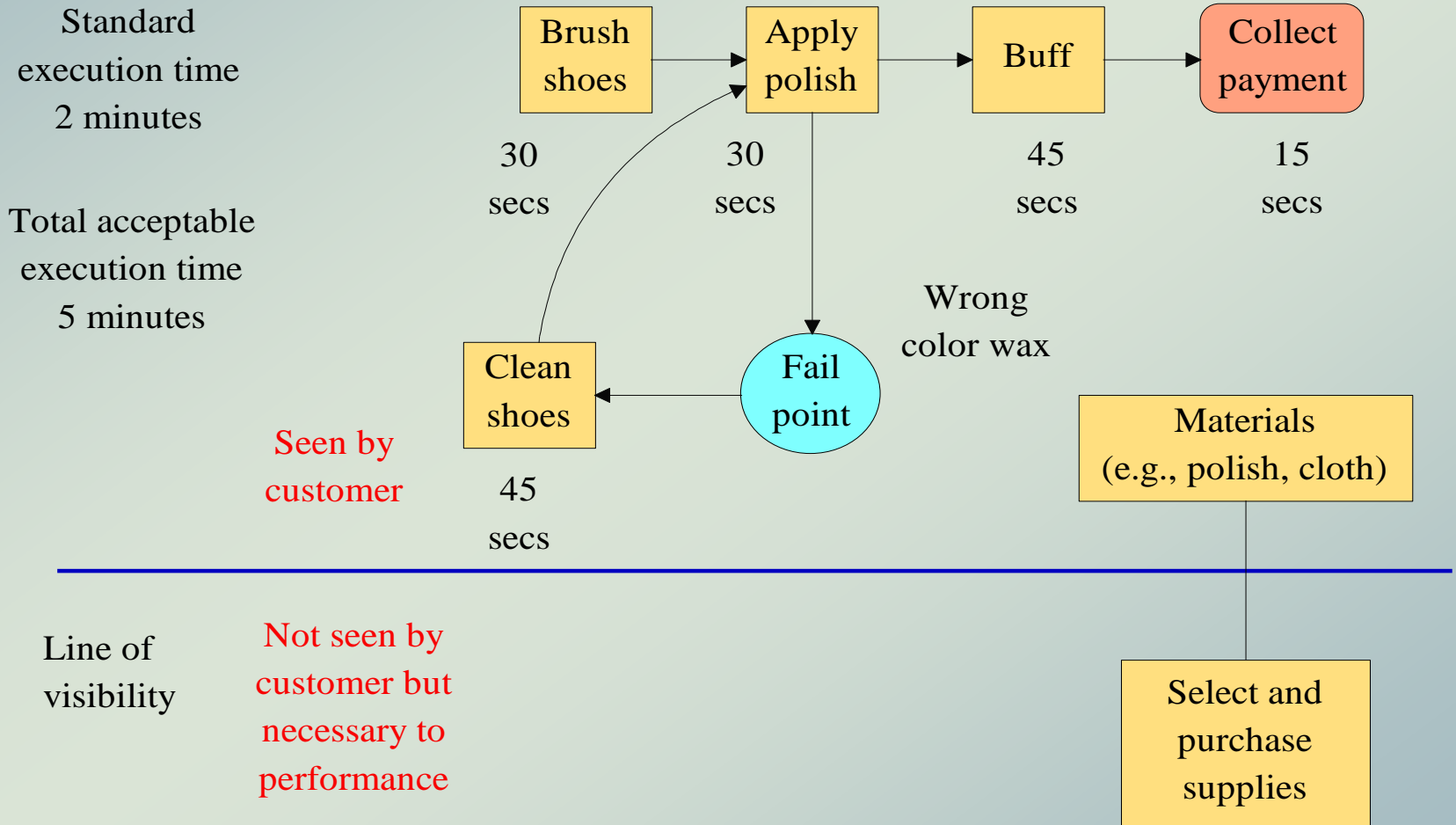
Step 5

Link customer and contact person activities to needed support functions and systems

Step 6

Add evidence of service at each customer action step.

Example



Blueprints Can Be Used By

- Service Marketers
 - creating realistic customer expectations
 - service system design
 - promotion
- Operations Management
 - rendering the service as promised
 - managing fail points
 - training systems
 - quality control
- Human Resources
 - empowering the human element
 - job descriptions
 - selection criteria
 - appraisal systems
- Systems Engineering
 - providing necessary tools:
 - system specifications
 - human-machine interfaces