

Service blueprint

Map what the customer experiences above the line, and everything the organisation does to make it happen below it. Mark fail points — the places where the service most often breaks — and decide how you will measure each step.

SERVICE	CUSTOMER			SCOPE	TEAM / DATE	
School admissions — from enquiry to offer	Priya, 38 — a working parent choosing a school for her 10-year-old daughter			One family, one intake round		
	STEP 1 Enquiry	STEP 2 Booking	STEP 3 Open morning	STEP 4 Application	STEP 5 Assessment	STEP 6 Offer
Evidence What the customer sees or holds	Website enquiry form	Confirmation email and calendar invite	Welcome desk, name badge, prospectus	Online application portal	Assessment-day letter	Offer email and acceptance form
Customer actions What the customer does	Submits an enquiry with child’s age and year ⚠ Phone enquiries aren’t logged	Chooses a date; adds it to the calendar	Tours the school; hears the head; asks questions	Completes form; uploads reports; pays fee	Child sits assessment; parent waits	Reads the offer; accepts; pays deposit
LINE OF INTERACTION						
Frontstage What staff do in view of the customer	Admissions officer replies with a personal note	Reminder sent two days before	Student guides lead tours; head presents	Admissions answers form questions by phone	A teacher welcomes the child and explains the day ⚠ No update while marking — the longest silence	Head of admissions calls to congratulate
LINE OF VISIBILITY						
Backstage What staff do out of view	Enquiry logged; family assigned an owner	Visit numbers balanced across dates	Guides briefed on each family’s interests	Documents checked; missing items chased	Assessments marked; panel meets	Offer approved; place held for 14 days
LINE OF INTERNAL INTERACTION						
Support Systems, tools and partners behind it	Enquiry tracker	Booking system; email templates	Visit schedule; guide rota	Application portal; payment gateway	Assessment papers; marking rubric	Offer template; finance system
Measure How you’ll know it works	Time to first reply	Show-up rate	Visit-to-application rate	Form completion rate	Days to decision	Acceptance rate