

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
	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Evidence What the customer sees or holds						
Customer actions What the customer does						
LINE OF INTERACTION						
Frontstage What staff do in view of the customer						
LINE OF VISIBILITY						
Backstage What staff do out of view						
LINE OF INTERNAL INTERACTION						
Support Systems, tools and partners behind it						
Measure How you'll know it works						