building services from the customer’s point of view

Are you looking to:

• Identify and capture productivity and customer experience improvements?
• Design and launch new services and processes in a streamlined and customer-focused manner?
• Build and embed a customer focus into the fabric of your organization?

If so, Service Blueprinting can help you meet these objectives. Through our in-person and online sessions, we can help you create significant value for your organization through learning and applying the Service Blueprinting approach and technique.

wpcarey.asu.edu/blueprinting
What is Service Blueprinting?
A versatile and practical technique used for service improvement and innovation, the Service Blueprinting technique allows you to clearly visualize your service processes and delivery from the customer’s point of view. The uniqueness of Service Blueprinting is the unrelenting focus on the customer as the center and foundation of your business. In doing so, it often nicely compliments other mapping techniques used by organizations.

Who should attend?
This workshop is perfect for organizations from across industries and those in roles such as: service design, service operations, service management and customer service, as well as any professional who can benefit from truly understanding and focusing on your customers. In general, Service Blueprinting sessions are designed for two or more team members to attend together, in order to work together to develop a blueprint around a specific service process.

What will you experience?
In one of our Service Blueprinting sessions, you will learn the blueprinting approach and process – multiple components that, when drawn up together, can help you make your customer-company relationship and the customer experience crystal clear. You will then apply this technique to a specific service process in your own organization and design your own blueprint.

Service Blueprint Example
Express Mail Delivery Service
“Service blueprinting is a powerful, yet flexible tool for diagnosing and developing client-centric processes and resources for delivering excellent service. The workshop was well designed to get up to speed and use the tool effectively.”

Jan Day, Senior Director, Blackboard

The Center for Services Leadership (CSL) is a research center within the W. P. Carey School of Business at Arizona State University (ASU) and an outreach arm from ASU to the business community and the global academic community. The Center provides companies with executive education, problem-focused research and supports the faculty who teach in the nationally ranked W. P. Carey MBA Strategic Marketing and Services Leadership specialization. wpcarey.asu.edu/csl

The CSL engages world-class academic instructors to deliver Service Blueprinting Workshops and custom programs. These instructors have been responsible for the development and advancement of the Service Blueprinting technique and continue to utilize leading-edge knowledge to improve and apply the technique.

How and where does the Center offer Service Blueprinting?
The Center currently offers the following delivery methods to learn and apply the Service Blueprinting methodology:

- **In Person, Open Enrollment Workshops**
  One-day workshops are delivered by CSL Faculty Instructors in a variety of locations. Visit wpcarey.asu.edu/blueprinting for upcoming dates, times and locations.

- **Online Open Enrollment Workshops**
  These interactive online courses — facilitated by CSL Faculty Instructors — leverage video modules, discussion boards, and exercises to help participants learn and apply the technique. The schedule is available at wpcarey.asu.edu/onlineeducation.

- **Custom Sessions Delivered In-Person or Online**
  Designed specifically for your organization, these sessions can be structured in a variety of ways to meet your specific objectives. They are often focused on addressing one or more of your specific service opportunities or challenges.

For more information on Service Blueprinting, contact the Center for Services Leadership at 480.965.6201 or CSL@asu.edu.

for more information, phone 480.965.6201 and mention “blueprinting” or visit wpcarey.asu.edu/blueprinting
“The Blueprint really opens up team members’ eyes to the total process and the customers’ viewpoint. People involved are often shocked at how detailed processes are — and how easily disconnects can occur.”

Tom Hansen  
Regional Manager  
Business Development  
Qualcomm

“Service Blueprinting really opens up where our business could go. It was an extraordinary learning opportunity for us. You really see the entire customer’s experience.”

Beth Dockins  
Director, Customer Service  
Scotts Miracle-Gro Company