Service Blueprinting is a versatile and practical technique that allows you to clearly visualize your service processes and delivery from the customers' point of view. It can be used to:

• Examine existing service offerings and processes to identify and balance productivity and customer experience improvements
• Design, enhance, and launch new service offerings and processes in a streamlined and customer-focused manner
• Build and embed a customer focus into the fabric of an organization

This interactive workshop is taught by one of our world-class academic instructors, who are the leading experts in Service Blueprinting. The workshop is held at McCord Hall, state-of-the-art building at the W.P. Carey School of Business.
WHAT IS THE PROGRAM?

This workshop will help show you how to:

• Assess and improve your existing services and processes from the customer’s point of view

• Create a common platform for everyone – customers, employees and managers - to participate in the service innovation process.

• Bring together people from across your organization through the use of a common technique to analyze and improve the customer experience.

WHO SHOULD ATTEND?

This program is perfect for those who are responsible for executing a strategy to enhance the service experience. Professionals in roles such as: service design, service operations, service management and customer service will also benefit from attending the workshop.
WHAT WILL YOU EXPERIENCE?

You will learn the blueprinting approach and process – five 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 company, and design your own blueprint.

By the end of the workshop you will have:

• Learned the Service Blueprinting approach and technique
• Blueprinted a specific process unique to your own organization
• Identified potential gaps and improvements in a specific service process
• Laid out next steps to confirm gaps and drive improvements
• Secured insights into how to advance services blueprinting within your organization
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<th>Time</th>
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<tr>
<td>8:00 – 8:30 am</td>
<td>Continental Breakfast</td>
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<td>Service Blueprinting: Building Services from the Customer's Point of View</td>
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<td>Presentation and discussion</td>
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<td>Break</td>
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<td>Service Blueprinting Practice Exercise and Discussion</td>
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<td>12:15 pm</td>
<td>Lunch</td>
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<td>1:00 pm</td>
<td>Facilitated Breakout: Developing company-specific blueprints in teams</td>
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<td>a) identifying key gaps and improvement actions</td>
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<td>b) determining key implementation requirements as appropriate</td>
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<td>Break</td>
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<td>Breakout continued: Identifying next steps, timing, and owners</td>
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<td>4:30 – 5:00 pm</td>
<td>Broader Group: Key Takeaways, Wrap up</td>
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PROGRAM PRICING AND REGISTRATION

Pricing:
Team of 2*: $1660
A minimum of 2 team members is recommended for participation. Blueprinting materials, parking, breakfast and lunch are included.

Special Team Pricing:
Enroll a team of 4, get 20% off!

Register at http://tinyurl.com/service-blueprint
Space is limited, so register soon!

For questions please contact us at (480) 965-6201 or at CSL@asu.edu.
Check out other offerings from the Center for Services Leadership:

- **Compete Through Service Symposium** The annual Compete Through Service Symposium is only conference of its kind that brings the most innovative minds in business and engaging academic thought leaders together to advance the science of service.

- **Services Leadership Institute** The Services Leadership Institute brings together leading academicians along with seasoned business leaders to show how to apply a proven process for service quality in your organization.

- **Online Education** The CSL offers online courses designed to provide education in the area of services leadership and excellence. These courses are developed by world renowned academic faculty and are specifically tailored for those interested in learning how to compete and grow through the use of service and services.

- **Customized Programs** From half-day workshops to multi-day seminars, we work closely with the organization to diagnose specific challenges and offer strategic solutions. The CSL's research faculty partners with companies to provide thought-provoking sessions and orchestrate interactive team-based applications to meet your company’s specific needs.

www.wpcarey.asu.edu/csl  
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