Service Expedition:
Exploring Services from Customer's Point of View

January 15, 2016
McCord Hall
W. P. Carey School of Business
ASU Tempe Campus
Tempe, AZ
Service Expedition: Exploring Services from Customer's Point of View
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Join us for our new workshop that will give you critical tools and insights to jump start your customer-centric initiatives and achieve your CX strategy goals. In this workshop you will learn Service Blueprinting, a powerful technique that will enable you to
1) visualize your services from the customer’s point of view,
2) evaluate your customer’s service experience and
3) develop an action plan for service improvement.

You will take a deeper dive into understanding your customer’s experience by learning Customer Journey Mapping and the concept of Branded Service Encounters. You will also learn how these tools and insights can be integrated and used together to create and sustain customer experience that’s aligned with your organization’s brand and customer experience strategy.

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:

• Design your services according to your customer’s needs and eliminate potential failure points in your delivery efforts.
• Map a customer journey and learn how to use service blueprinting and customer journey mapping as complimentary tools.
• Identify and assess key service touchpoints and ensure that customer experience is aligned with the service provider’s brand.
• Assess and improve your existing services and processes.
• 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 organizations from across all industries, and those in roles such as: service design, service operations, service management and customer service, as well as any professional who is involved in CX design and management.
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 practice the technique by blueprinting a sample service to develop a strong understanding of the key elements of Service Blueprinting and Customer Journey Mapping. You will also learn how to apply the concept of Branded Service Encounter to deliver customer experience that reinforces your brand. You will finish the day by outlining an action plan to take back to your organization.

By the end of the workshop you will have:

• Learned the Service Blueprinting approach and technique
• Learned Customer Journey Mapping and how to integrate it with Service Blueprinting
• Learned the concept of Branded Service Encounter and how to apply it in design and delivery of key service touchpoints.
• Developed an action plan outlining next steps for applying the new framework toward achieving your organization’s CX strategy goals.
• Secured insights into how to advance services blueprinting and customer journey mapping within your organization
• You will also have access to a support network via our LinkedIn Service Blueprinting group.
## Service Expedition: Exploring Services from Customer's Point of View

January 15th, 2016

<table>
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<tr>
<th>TIME</th>
<th>SCHEDULE</th>
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<tbody>
<tr>
<td>8:00 – 8:30 am</td>
<td>Continental Breakfast, Room Opens</td>
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| 8:30 am       | **Service Blueprinting**: Building Services from the Customer's Point of View  
• Service Blueprinting Practice Exercise and Discussion |
|               | Break                                                                    |
|               | **Customer Journey Mapping**: Understanding Your Customer Experience Story  
• Introduction to Customer Journey Mapping  
• Practice Exercise and Discussion                |
|               | **Service Blueprinting** and **Customer Journey Mapping**, Double the Power |
| 12:00 – 1:00 pm| Networking Lunch                                                         |
|               | **Branded Encounters**: Creating an On-Brand Service Encounter            |
|               | Break                                                                    |
|               | **Team Breakout**  
Guided Work in Teams (or Individually) on Company-Specific Application of  
• **service blueprinting**  
• **customer journey mapping**  
• **branded encounter concepts** |
| 4:00 – 4:30 pm| Key Takeaways, Wrap up                                                  |
PROGRAM PRICING AND REGISTRATION

Pricing:
$1,100 per attendee

Blueprinting materials, parking, breakfast and lunch are included.

Special Team Pricing:
Bring a team and save $100 off each individual registration.

Register at

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.