Service Blueprinting
- Service blueprinting has its roots in service quality and customer satisfaction research.

- It is a basic method to understand and to describe service processes.

- In service blueprint the service processes and interactions are visualized as a flowchart which includes the interaction with the customer in the front stage, separated from the back stage service production.
According to Pires *et al.* (1999) the challenge is to effectively capture customer experiences. They propose a 9-stage process to meet this challenge:

1. Research customer experiences.
2. Use the information gathered to construct a comprehensive step-by-step flowchart.
3. Analyze every step. Identify critical positive steps and fail points.
4. Ensure that critical positive steps are consistently performed during service delivery.
5. Analyze fail points with reference to the company vision / mission and capabilities. Decide on whether any such points are beyond capabilities, hence justified.
6. Develop scenario planning to minimize negative outcomes.
8. Finalize a comprehensive service delivery blueprint.
Service blueprinting is credited with creating an understanding of service creation and delivery systems through a comprehensive description of the service process.


