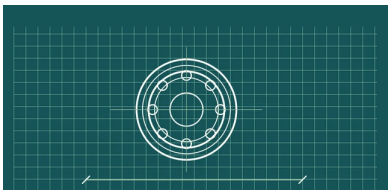
Service blueprint



We map customer actions, staff work and systems for one end-to-end service journey.

Who it helps

Operations directors and team managers

The problem to solve

The customer sees an outcome while staff and systems handle work the customer never sees.

Working through the brief

1. **Trace the customer journey**

   Gather the agreed inputs. A process owner, example cases and access to relevant staff.

2. **Map staff and system actions**

   Track “Customer action” and “Internal work” together so the reviewer can connect the source information to the result.

3. **Mark friction across roles**

   Use the blueprint to locate internal tasks that repeatedly interrupt the customer’s progress.

4. **Check the scope at handover**

   External audit, certification, software and additional teams are separate.

Worked example

A customer sees a confirmation immediately, but fulfilment begins only after an internal check. Show both stages on the blueprint.

Read the service scope / OPS-003

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