

# Customer Service Blueprint Assignment Part 1

## Marking Sheet

**Due week 06 – Saturday, June 26, 2021 @ 11:59 pm**

**Value : 15% of final grade**

Group member names : \_\_\_\_\_

Criteria	Possible marks	Marks Received	Comments/feedback
Identified the service process.	5 Marks		
Identified the customer Demographic.	5 Marks		
Created the customer service blueprint process from the customer's point of view ( <b>using the excel template provided</b> ) by indicating the Physical Evidence, Customer Actions, Contact Employee Actions -Onstage, Contact Employee Actions - Backstage, and Support Processes. Identified each Contact Employee – Onstage and Backstage Actions by their job title.	20 Marks		
Blueprinted the fail (F) and wait (W) points in the customer service process with a notable F or a W.	5 Marks		
Visual of blueprint using graphics, images, text, color, shapes, arrows. Used Excel template.	10 Marks		
<b>Total Marks</b>	<b>45 Marks</b>	<b>/45 Marks</b>	