the Center for Services Leadership
FOCUS ON THE CUSTOMER

Phases			
Physical Evidence			
Customer Actions			
Line of Interaction			
Contact Employee Onstage Actions			
Line of Visibility			
Contact Employee Backstage Actions			

Line of Internal Interaction			
Support Processes			
Self-Service Technology Actions			

Service Bluep

provided by the Cente

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Services Leadership Bl

The **CSL Service Blueprinting**

Feel free to customize the temp

We welcome your feedback an

Instructions/ Suggestions:

Use arrows to indicate direction of

To indicate Internal or External Pai

1) use color-coded callouts or arrov

2) apply a thick color-coded line and/

Internal

1) Vendo

3) If time is critical for your service, c

You can c

	min days	max days		
	3	5		

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Service Blueprinting Template

Physical Evidence	
Customer Actions	
Line of Interaction	
Self-Service Technology Actions	
Contact Employee Onstage Actions	
Line of Visibility	

Contact Employee Backstage Actions

Line of Internal Interaction

Support Processes

Opportunities to Improve:

1) Run down appearance

External Pain Points:

1) Potentially long wait

Where does the member wai

What can be done to make th

Internal Pain Point

1) No established process of qui

2) Due to backlogs, the approval

Moment of Truth

Examples of questions to ask wh

1) Was the response timely, info

3) Is MSR up-to-date on availabl