



Service Blueprinting

Deliver a consistent
service experience through
service blueprinting

Ensuring customers have a great experience across every interaction they have with your organization is complex – but a service blueprint guides the way. We work with your organization to implement this invaluable innovation technique.

THIS SERVICE HELPS TO...

Identify the service experience and where it can be improved

Capture all the elements required to deliver on the intended experience

Close any gaps between the current delivery and future experiences



WHAT YOU GET

We focus on all aspects of customer and service experiences. We deliver a comprehensive service blueprint that includes:

- ✓ A visually engaging service blueprint document that is easily understood and shared throughout the organization
- ✓ Clarity on all aspects of the intended service, including the resources, systems, tools, actions, interactions, and dependencies
- ✓ A visualization of the customer's service journey and pathways, and how that experience aligns with the service organization



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HOW WE DO IT

- 1** To start, we consult with your stakeholders to understand your mission and vision, your customers, and your goals for the service blueprint.
- 2** We conduct a comprehensive audit of the current service experience from both operational (staff, tools, systems) and experiential (customer/user) perspectives.
- 3** We conduct customer and service research to validate assumptions and deeply understand the customer's service journeys.
- 4** We develop a comprehensive service blueprint in the formats that fit your team and business process needs.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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