Category

Enterprise Transformation

Experience-Led Design & Service Blueprinting Playbook

Designing the whole service experience end-to-end, not just the digital touchpoints that are easiest to redesign

- Practitioner
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for experience-led digital transformation using service blueprinting — mapping and redesigning the full end-to-end service experience across digital and non-digital touchpoints, rather than optimizing isolated digital moments while leaving the surrounding service experience disjointed.

Why not just focus digital transformation on the digital touchpoints

specifically? Customers experience a service end-to-end, including non-digital moments (a phone call, a physical location, a human handoff) — a beautifully redesigned digital touchpoint surrounded by disjointed non-digital moments still produces a fragmented

overall experience.

What's a service blueprint, specifically, versus a customer journey

map? A journey map shows the customer's experience; a service blueprint adds the backstage view — what systems, processes, and people are required behind each customer-facing moment — making it possible to redesign the operational reality, not just the customer-facing surface.

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