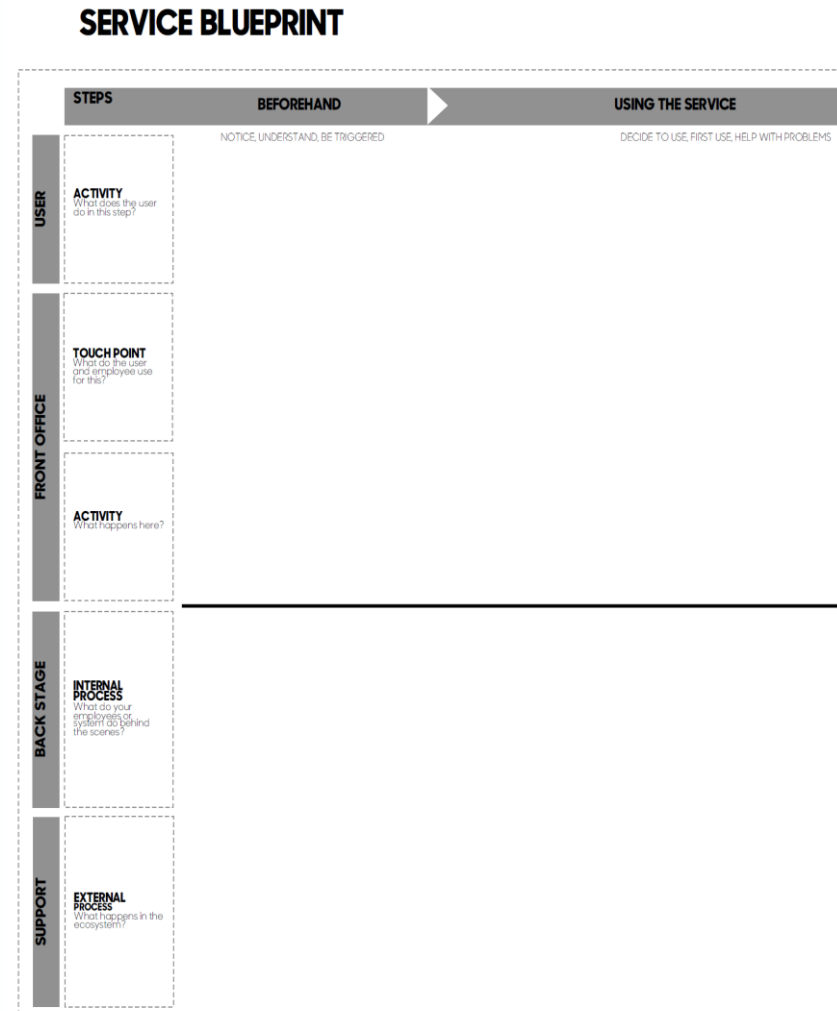


SUPER ECOSYSTEM

Service Blueprint

Targets

- Described processes of individual services
- Customer centric but efficient service process
 - If persons change
- Find out what need to be developed
 - Customer point of view
- Understand what other does and how
- Ability to react on feedback



SERVICE BLUEPRINT

future LEAN SERVICE CREATION



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•
1.
→ Create common service values, standards, and system for constant development (As part of ecosystem)

2.
→ Examine your core service path and start creating a service blueprint to develop your organization's services.

Participate in the Co-creation of the ecosystem service path. (Timetable and participation to be determined)

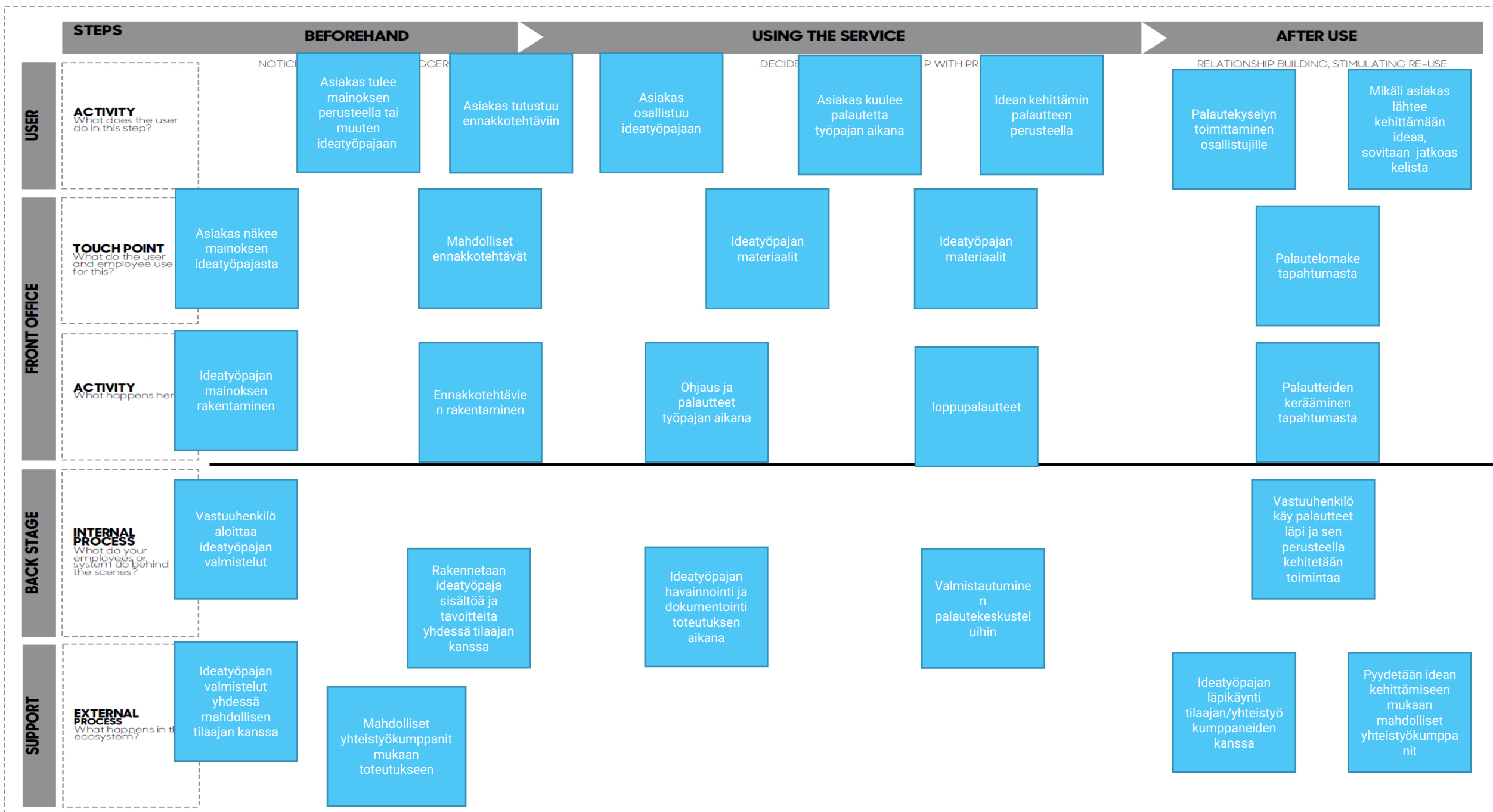
3.
Ask what the life cycles for services, think about how to examine the existing services regularly

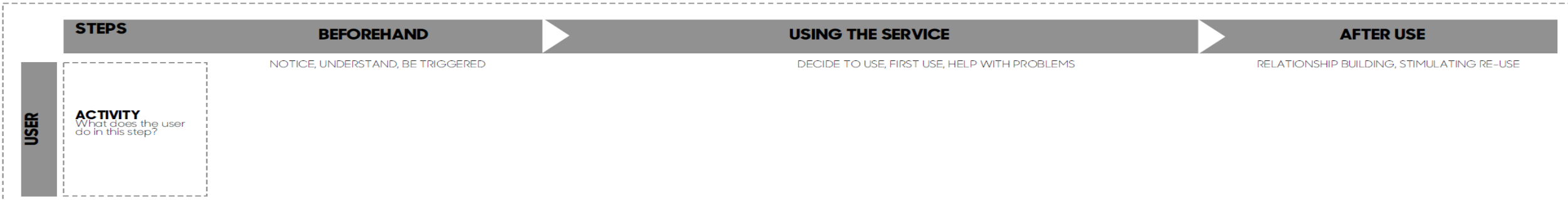
Important to have the involvement of key people, responsible for customer interaction & development

Determine explicit values and common best practices for your services; like ways of doing things and what service standards are set.

Also, practices for the customer feedback (and internally?)



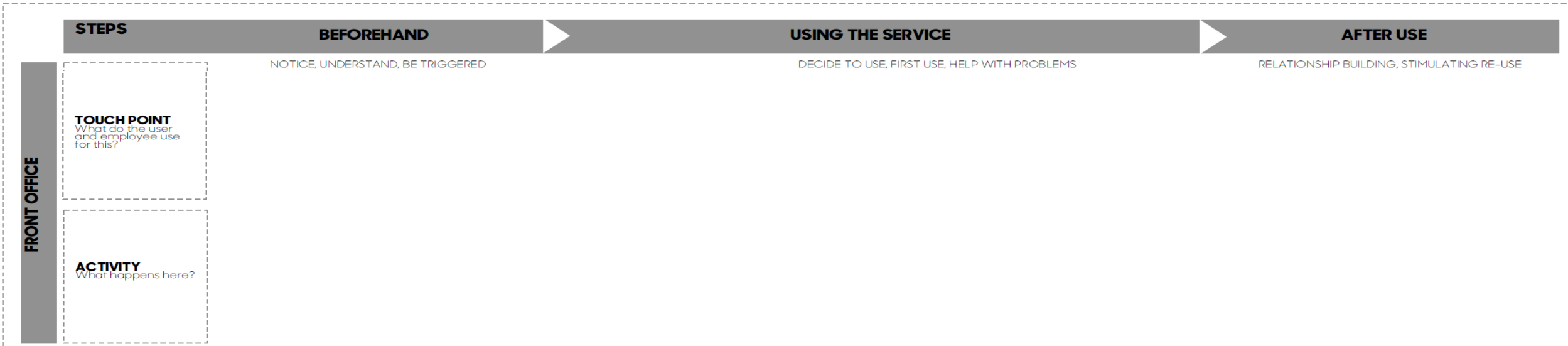




ACTIVITY

On this lane write the user's (customer's) actions. Sometimes the activity triggers some actions in the service touch points and sometimes it doesn't. All in all, on this lane, from left to right, you can read the process from the user's perspective.





FRONT OFFICE: TOUCH POINT & ACTIVITY

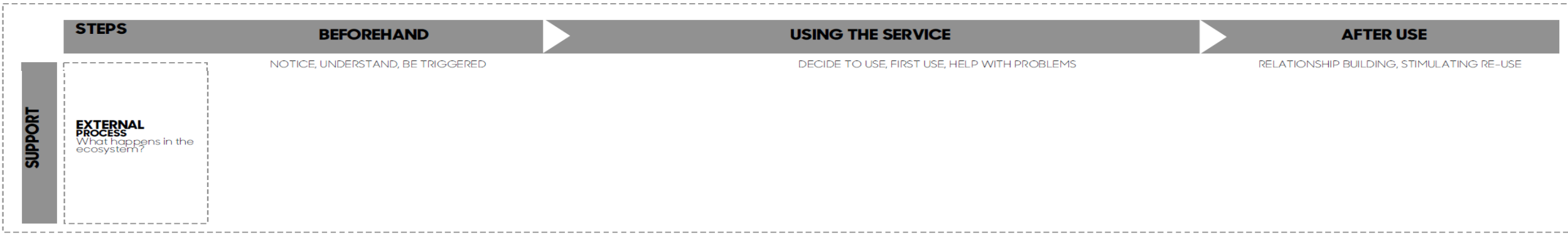
This is the channel or interface between the user activity and the front office activity (i.e., the front office is a label for all the stuff the user sees about your service). Let's say that the user picks up her smartphone and uses your application to check the weather. The touch point here is the mobile app and it probably triggers an activity on your side. In this example it might trigger a request to the weather database. On the other hand, the touch point might be a face-to-face request at a physical office, and it might trigger something else





BACK STAGE: INTERNAL PROCESS

The activity in the front office often triggers activity in the backstage. The backstage is a label for the stuff that happens but is hidden from the user: servers, databases, delivery services, invoicing system, cooking the food in a restaurant etc. In the weather example, this might be the weather database that delivers the weather data to the client app that requested it.



SUPPORT: EXTERNAL PROCESS (partners support & home organization)

Your service might use partners or external services. An activity in the front office or in the backstage might call the help of an external process. The weather app might request an advertisement banner from a totally external service to present to the end user. Or perhaps the restaurant uses a third-party service to deliver the food to the user's home. This is the lane where you bring the external parties into the party.



Customer segments - current

Segment	Type	Spearhead members	Desired % (60-70% private)
Primary production companies			
Processing companies			
Startups			
Educational institutions			
RDI organizations			
Other public organizations			
Supporting service providers			

Customer segments – future (possibly collaboration established through common projects)

Segment	Type	Spearhead members	Desired % (60-70% private)
Primary production companies			
Processing companies			
Startups			
Educational institutions			
RDI organizations			
Other public organizations			
Supporting service providers			

Offerings (Services) - current

Service	Description	Customer segment	Following services	Additional actors

STEPS	BEFOREHAND	USING THE SERVICE	AFTER USE
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NOTICE, UNDERSTAND, BE TRIGGERED

DECIDE TO USE, FIRST USE, HELP WITH PROBLEMS

RELATIONSHIP BUILDING, STIMULATING RE-USE

USER

ACTIVITY
What does the user do in this step?

FRONT OFFICE

TOUCH POINT
What do the user and employee use for this?

ACTIVITY
What happens here?

BACK STAGE

INTERNAL PROCESS
What do your employees or system do behind the scenes?

SUPPORT

EXTERNAL PROCESS
What happens in the ecosystem?

This picture can be used as a template in Miro or Padlet planning tools

STEPS

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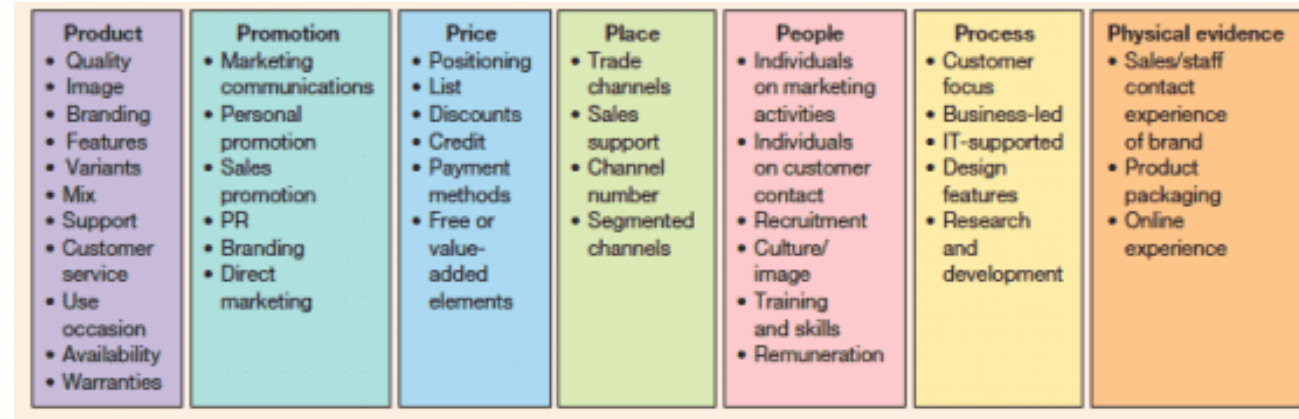
SUPPORT

EXTERNAL PROCESS
What happens in the ecosystem?

This picture can be used as a template in Miro or Padlet planning tools

8P marketing mix

- **Products/Services:** How can you develop your products or services?
- **Prices/Fees:** How can we change our pricing model?
- **Place/Access:** What new distribution options are there for customers to experience our product, e.g., online, in-store, mobile etc.
- **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels?
- **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website?
- **Processes:** Are there internal process barriers in the way to delivering the best customer value?
- **People:** Who are our people and are there skills gaps?
- **Partners:** Are we seeking new partners and managing existing partners well?



Action points

23.5.22



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SUPER THANK YOU!



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