



drs. Ingrid Snijders
Service Blueprinting
Kennissessie PvKO 17 maart 2016

Changing people,
changing patterns,
changing design of
products & services



Experiences & Memories



The way to succes



Stakeholder perspective

- Who is your customer?
- How do they behave?



Service encounters



Service Design Tools

- Service Blue printing
- Customer journeys
- Persona's
- Storyboards
- Video sketching
- And many others

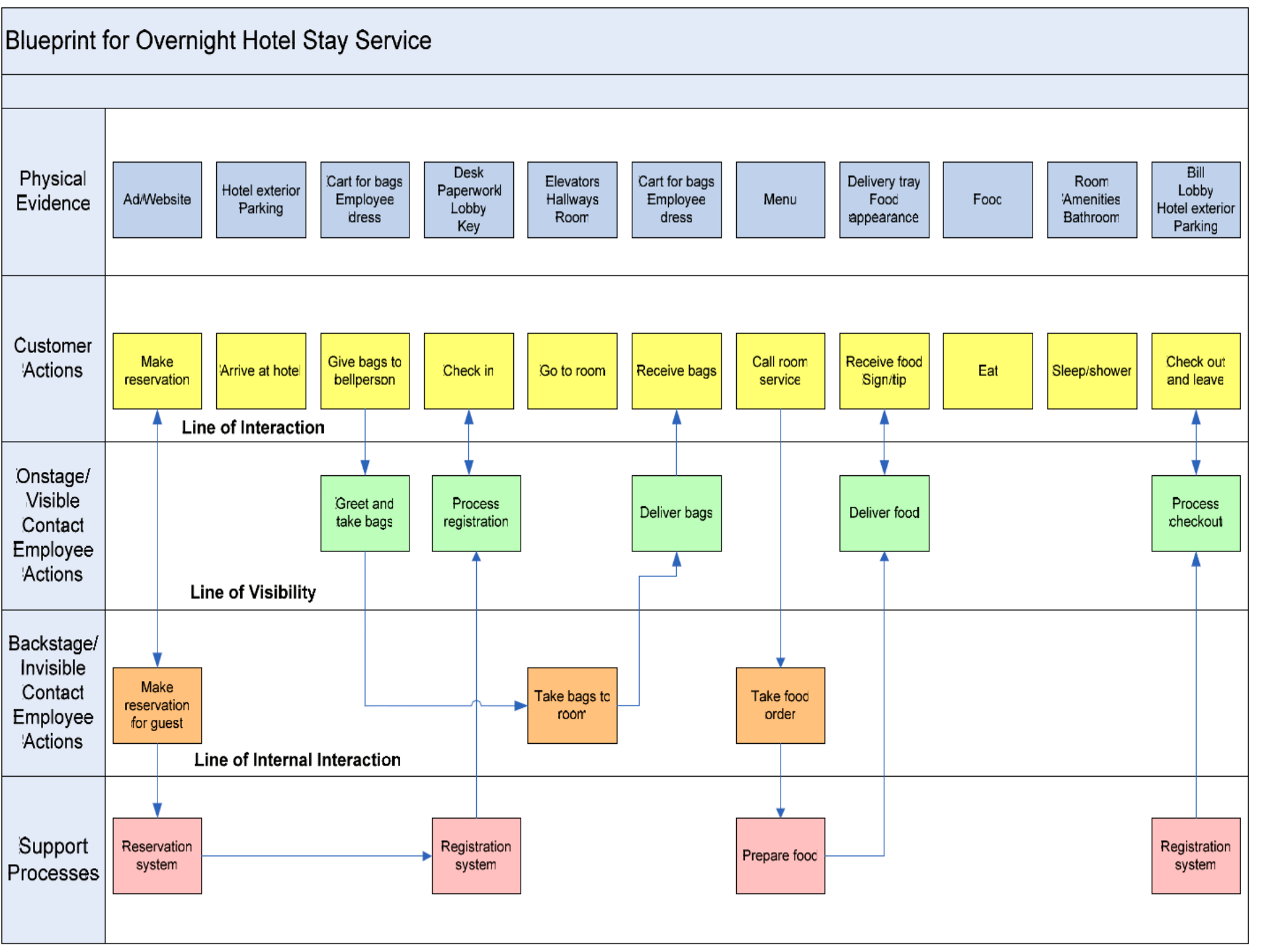




Van klantreis naar blue print

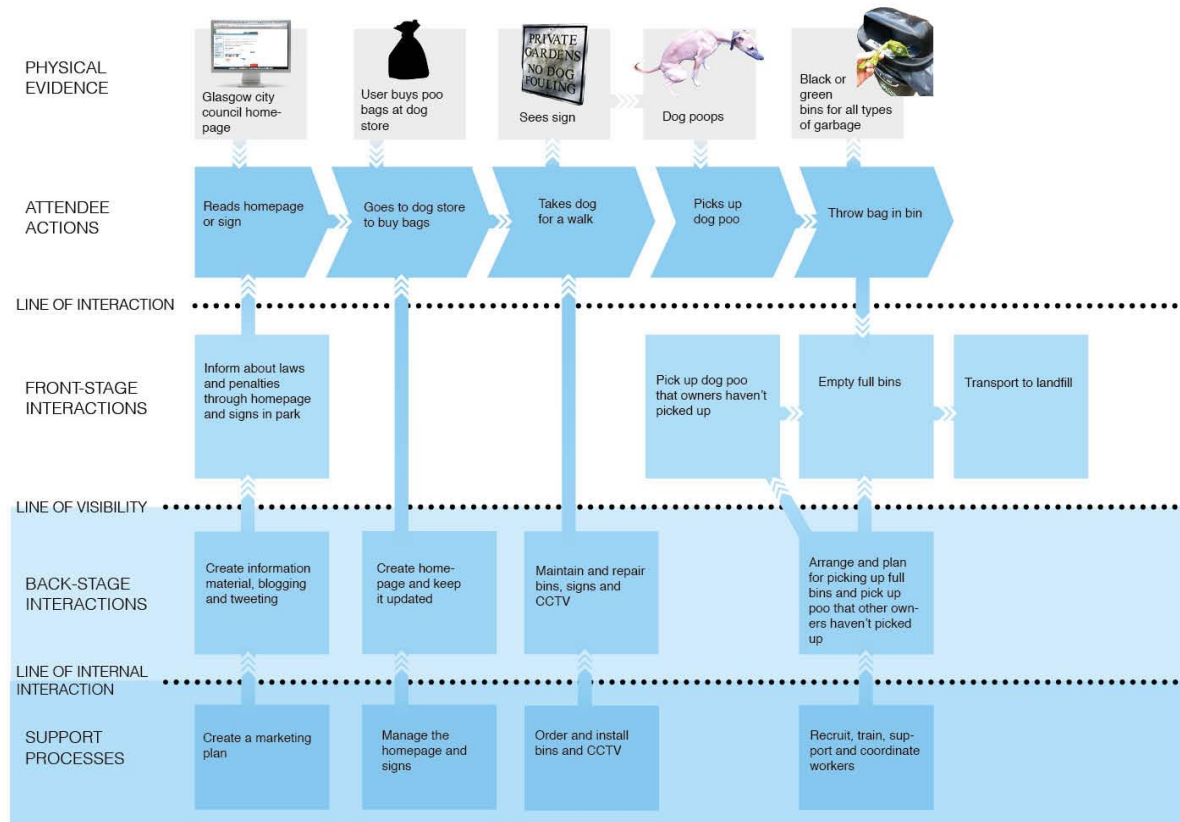
Componenten SBP

- Frontoffice activiteiten
- Handelingen van de klant
- Interactielijn
- Frontoffice handelingen van het contactpersoneel
- Zichtbaarheidslijn
- Backstage activiteiten van het contactpersoneel
- Ondersteunende processen



Hondenpoep

SERVICE BLUEPRINT

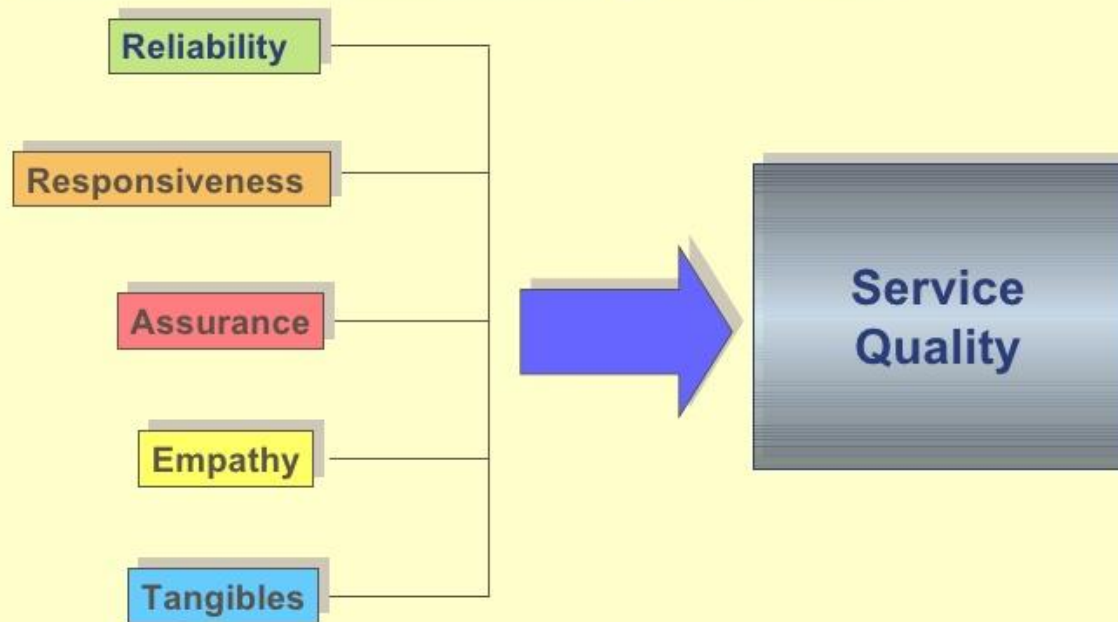


Theoretische modellen

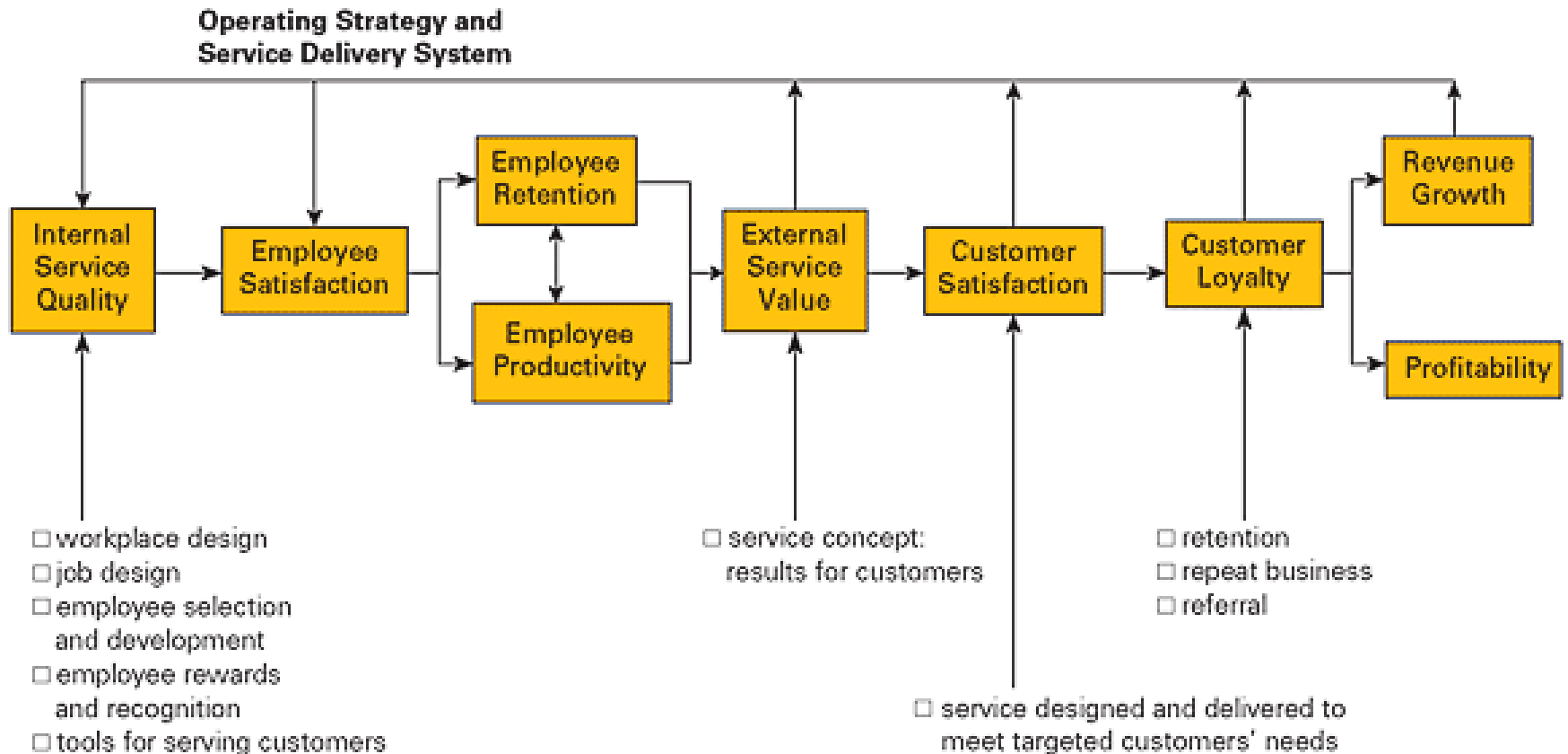
- SERVQUAL
- Service Profit Chain
- Flower of Service

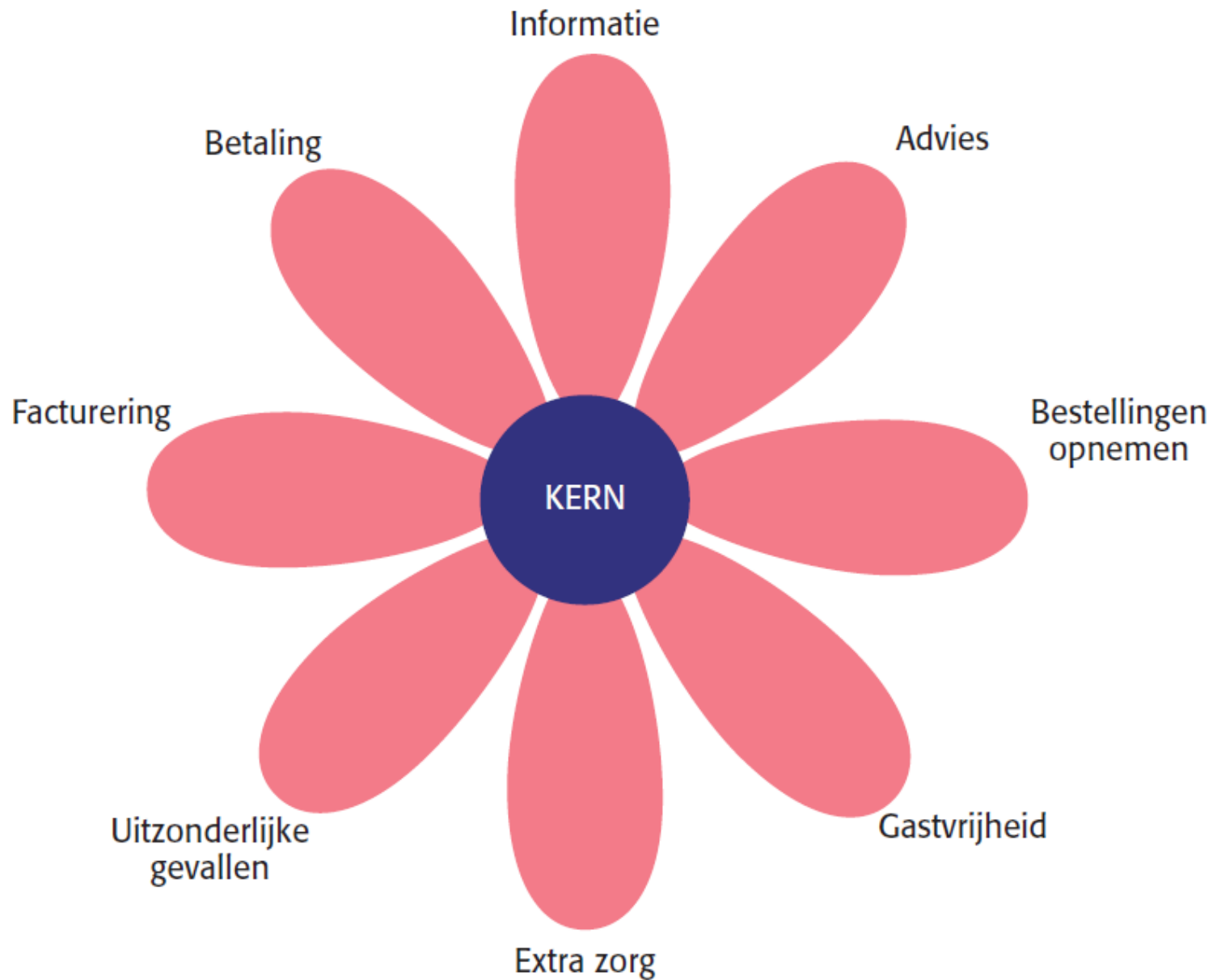
Measuring service quality: SERVQUAL Model

(Parasuraman, Zeithaml & Berry 1985, 1988)



The Links in the Service-Profit Chain





Figuur 4.5 De dienstverleningsbloem: het kernproduct omringd door clusters van aanvullende diensten

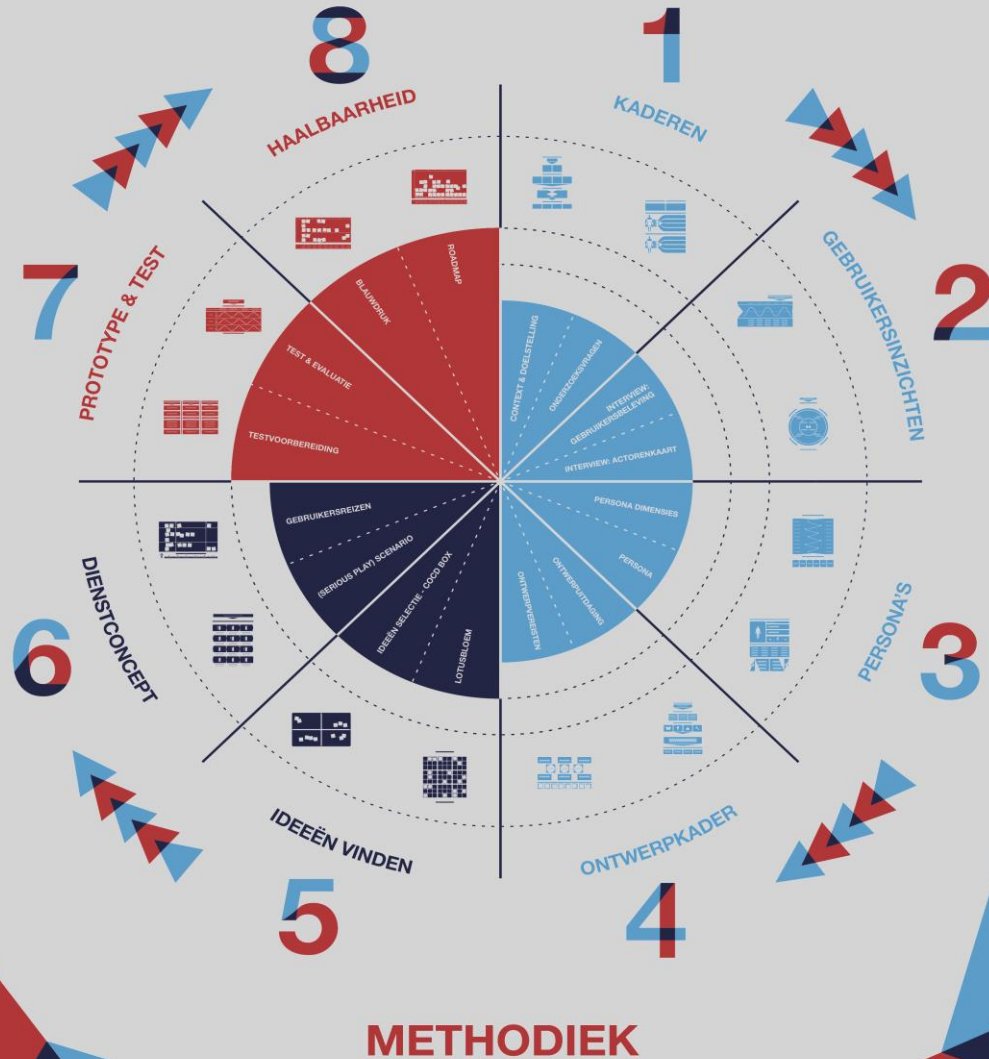
THE FLOWER OF SERVICES APPLIED TO EATING IN A RESTAURANT



Toepassing SBP

- Methodologie
- Onderzoek
 - kwalitatief: interviews, observaties, CIT
 - kwantitatief: klanttevredenheidsonderzoek
 - SBP as is/to be
 - Verbeterpunten
 - Hollistische kijk

SERVICE DESIGN



(Hoe) kleur jij mee?



Questions & discussions?
Please contact me!

drs. Ingrid Snijders
Ingrid.snijders@hz.nl

