



Service Blueprinting for Public Sector

TRAINING

Develop a Shared Vision, Identify Priorities and Deliver Seamless Services



Facilitated by
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Founder
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Professional

Online

Wednesday, April 10 & 17, 2024



PUBLIC
SECTOR
NETWORK



Certified

Corporation

Overview

In the dynamic landscape of North American public services, the quest for seamless, personalized omnichannel experiences is met with increasing complexities in delivery. Various stakeholders, a growing demand for digital accessibility, equity considerations, and more add layers of challenges. Service Blueprinting stands out as a potent methodology to navigate these intricacies, embraced by governments globally, from Singapore's GovTech to the UK's GDS.

Our online course, "Service Blueprinting for Public Sector," is crafted to empower professionals in this transformative journey. Dive deep into service blueprinting, gaining insights to understand, analyse, and optimize services. Visualize end-to-end service journeys, unravel interconnected relationships, and identify improvement opportunities.

This course fosters collaboration, encourages learning by doing, and equips you with practical takeaways for immediate implementation. In an era where digital transformation is both imperative and challenging for the North American public sector, this course positions professionals to lead the way forward.

Why Attend

- **Collaborate and benchmark with peers across the public service**
- **Learn by doing: This is a workshop-style course with a focus on learning by doing**
- **Gain real-time feedback from the expert facilitator**
- **Upskill and take your service design skills to the next level**
- **Practical takeaways that you can implement immediately**

Key Learning Objectives

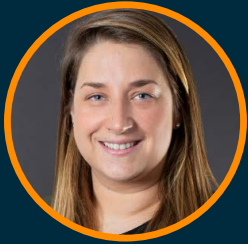
- **Better understand your current services. This offers internal clarity for the teams, especially in regard to complex services.**
- **Detect weaknesses and flaws in the service.**
- **Identify improvement opportunities.**
- **Visualising how relationships between customers, employees, and internal processes are connected uncovers potential improvements and helps eliminate redundancy.**
- **Better understand the key stakeholders in a service, especially when many parts are involved – i.e., customers, suppliers, consultants, teams, employees, etc. – to reduce complexity.**

Who Should Attend

Heads, Directors, Managers, Leads, Advisors, Specialist:

- **Customer Experience**
- **Customer Service**
- **Citizen Experience**
- **User Experience**
- **Service Delivery**
- **Process Improvement**
- **Innovation**
- **Product Manager**
- **Service Designer**
- **Content Design**

Meet Your Facilitator



CATHERINE GAUTHIER M.SC. CCXP
Founder
CX4 Lab & Certified Customer Experience Professional

Catherine Gauthier is a certified customer experience professional (CCXP) with over 16 years of experience in analyzing and planning, at both strategic and operational levels, the delivery of services for customers (in various industries, including B2B, B2C and for government departments and agencies). She is passionate about customer experience, inspired by Design Thinking & Service Design methods and on the lookout for new market trends. Catherine has been involved in more than 50 projects for the development of customer experience departments, the mapping of customer journey, the creation of personas, the deployment of organizational transformation strategies, the development of human capital as well as the implementation of technologies related to customer experience (CRM, CJO, CDP, VOC, call center software, E-commerce). A real team player, she can mobilize employees towards the achievement of results and business objectives. As a good communicator, she shares her thought leadership about CX at conferences and has created various learning programs about CX. Since 2017, she has lectured at HEC Montreal for undergraduate and the executive continuous studies programs. She is the co-founder of the CXPA Quebec community and is now a member of the board of director for CXPA Canada.

Preparation

This training session is highly interactive with group activities about and discussions throughout. Come prepared with some current challenges you are facing in your organization.

To participate you'll need:

- Computer with a camera and microphone
- Strong internet connection
- Quiet, well-lit space
- An open mind and readiness to engage both internally and in groups



11:30am ET Welcome and Introductions

Module 1 - Benefits and Obstacles of Service Blueprinting

11:45am ET Exploring Service Blueprinting in the Public Sector

- Purpose and benefits of service blueprinting
- Distinguishing from process mapping and customer journey mapping
- Tackling a blueprint: Overview and practical insights

12:15pm ET Challenges and Phases

- Overcoming obstacles in service blueprinting
- The 6 phases of service blueprinting
- Stakeholder engagement and planning next steps

12:45pm ET Break

Module 2 - Front stage and Back Stage Processes, Components, and Touchpoints

1:00pm ET Understanding Frontstage and Backstage Processes

- Difference between front stage and back stage processes
- Influence on service quality and driving efficiency

1:30pm ET Key Components and Touchpoints

- Discussing front stage and back stage components and touchpoints

2:00pm ET Break Out Group Activity

- Identifying and sorting front stage and back stage processes

Module 3 - Connecting Your Journeys To Create a Unified and Seamless Experience

2:30pm ET Understanding Touchpoint Inventory to Manage Citizens' Interactions

- Exploring Journey map ecosystems
- From mapping to processes: Creating a services blueprint and value creation stream mapping

3:15pm ET Self-Reflection, Key Takeaways, Conclusion and Homework

3:30pm ET Conclusion and Homework

11:30am ET Welcome Back, Recap and Questions

Module 4 - Service Blueprinting in Practice

11:40am ET Creating a Service Blueprinting

- Questions before beginning, framing the problem
- Understanding blueprint elements: actions, needs, touchpoints, etc.

12:10pm ET Activity: Applying Concepts

- Building a service blueprint based on learned concepts

12:40pm ET Break

Module 5 - Group Discussion and Finalization

1:00pm ET Group Discussion: Reviewing Service Blueprints and Next Steps

- Groups present service blueprints for feedback
- Discussion on challenges, solutions, and applying learnings

2:30pm ET Creating a Service Blueprinting

3:00pm ET Closing Module

- Recap, Questions and Final Insights

3:30pm ET Conclusion and Homework