



# Service Blueprinting for Public Sector

TRAINING

Develop a Shared Vision, Identify  
Priorities and Deliver Seamless Services



Facilitated by  
**PETE SAUNDERS**  
Consultant  
Pete Saunders Consulting

Online → Wednesday, 3 July 2024



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## Overview

As the government sector aims to provide smooth and personalized omnichannel services, it faces a rising challenge in managing the growing complexity of service delivery. This complexity stems from various stakeholders, an increasing demand for seamless experiences, digital accessibility, and fairness, among other factors. In this continuously changing environment, service Blueprinting emerges as a valuable tool to address these risks and obstacles effectively.

It is a methodology embraced by governments worldwide, from Singapore's GovTech to the UK's GDS. Service Blueprinting, in essence, is a visual representation that maps the end-to-end journey of a service, providing a comprehensive view of customer interactions and the underlying processes. It helps government agencies understand, analyse, and optimise their services.

This online course, '**Service Blueprinting for the Public Sector**' empowers professionals with the knowledge and skills needed for transformation. It delves into service blueprinting, helping participants understand current services, identify weaknesses, and find improvement opportunities. By visualizing customer, employee, and process relationships, it uncovers enhancements and reduces redundancy. The course emphasizes stakeholder roles, encourages collaboration, and offers practical takeaways for immediate implementation. In an era of digital transformation challenges, it equips professionals to lead the way forward.

## 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

## Learning Outcomes

- 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.

## 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

## Meet Your Facilitator



### PETE SAUNDERS

Consultant

Pete Saunders Consulting

Pete Saunders calls himself a strategy nerd playing at the intersection of design, experience, technology, and operations. His focus is on improving experience and outcomes through service design, patient mapping, innovation, digital strategy, and commercialisation, working with health and education clients, as well as government at a State and Federal level. Previous work has included:

- The first ever digital strategy for the (then) Victorian Department of Health and Human Services
- A patient experience and innovation roadmap for a multi-site radiology provider in New Zealand
- A five-year roadmap for patient and carer services for Australian impacted by upper GI cancers
- A digital transformation and commercialisation strategy for workplace mental health services provided by one of Australia's best known research organisations
- Service blueprinting and go-to-market strategies for brand new health insurance products.

He has also been COO at TALi Health (ASX:TD1), a software-as-a-medical-device company, and previously founded and commercialised a health-tech start up. His diverse work experience and background in design, marketing, and advertising gives Pete a unique perspective and a variety of tools to effectively solve challenging and impactful problems in complex systems. This results in improved outcomes for those who need it the most.

## Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Current challenges you are facing

## Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 19 <sup>th</sup> Apr	Register by 17 <sup>th</sup> May	Register by 2 <sup>nd</sup> Jul
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

[CLICK HERE TO REGISTER](#)

\*Group Discounts Available - Contact Registration at [registrations@publicsectornetwork.com](mailto:registrations@publicsectornetwork.com) or Call on **(02) 9057 9070**

# Explore the Agenda

Wednesday, 3 July 2024, 09:00am - 04:30pm AEDT

## Module 1 – Benefits and Obstacles of Service Blueprinting

### 09:00am Welcome and Introductions

### 09:15am Exploring Service Blueprinting in the Public Sector

- The purpose of service blueprinting
- Understanding the benefits: from improving services, to uplifting user experiences and identifying areas for improvement
- How does this differ from process mapping and customer journey mapping
- How to tackle a blueprint

### 09:45am The challenges of the process and when does it work

- The obstacles of introducing service blueprinting
- The 6 phases of service blueprinting
- Stakeholder engagement and involvement
- Planning your next steps

### 10:15am Morning Tea

## Module 2 – Front stage and Back stage Processes, Components and Touchpoints

### 10:30am Understanding Frontstage Processes and Back Stage Processes

- Discerning the difference between front stage processes and back stage processes
- The influence of front stage processes on service quality
- The role of back stage processes on driving greater efficiency

### 11:00am Key Components and Touch Points

- Discussing front stage components and touchpoints
- Discussing back stage components and touchpoints

**11:30am Break Out Group Activity:** The class will be split into groups. Using the lessons learned from the previous session start identifying and sorting front stage processes and back stage processes.

### 12:30pm Lunch Break

## Module 3 – Service Blueprinting in Practice

### 1:30pm Creating a Service Blueprinting

- What are the questions you need to ask yourself before you begin
- Framing the problem you are trying to solve
- Understanding the main elements of your blueprint: actions, needs and pains, touchpoints, feelings, questions, variations, opportunities

**2:00pm Activity:** Apply the concepts from the previous session start building a service blueprint.

### 3:00pm Lunch Break

### 3:15pm Group Discussion: Reviewing a Service Blueprints and Next Steps

*In this session the groups will present their service blueprints for feedback. The groups will discuss challenges and solutions. In addition they will also discuss next steps to apply the learnings in their work.*

### 4:00pm Creating a Service Blueprinting

### 4:15pm Closing Remarks

### 4:30pm End of Training



## Get In Contact

CONNECTING GOVERNMENT  
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