

## **Puzzle: Understanding Service Blueprinting**

### **Question:**

Below are key components of a **Service Blueprint**. Match each component with the correct description of its role in mapping a service process.

---

### **Service Blueprint Components:**

1. **Customer Actions**
  2. **Frontstage (Visible Contact Employee) Actions**
  3. **Backstage (Invisible Contact Employee) Actions**
  4. **Support Processes**
  5. **Physical Evidence**
- 

### **Descriptions:**

- A. The tangible elements the customer interacts with during the service delivery, such as brochures, websites, or facilities.
- B. The activities and tasks that the customer does directly during the service process, which drive the overall service experience.
- C. The activities performed by employees that are visible to the customer, directly influencing their service experience.
- D. The activities and tasks performed by employees behind the scenes, which support the visible contact employee actions but are not directly visible to customers.
- E. The processes and systems that support service delivery, often involving departments outside the direct service team.
-

**Answer:**

1. **Customer Actions** → B. The activities and tasks that the customer does directly during the service process, which drive the overall service experience.
2. **Frontstage (Visible Contact Employee) Actions** → C. The activities performed by employees that are visible to the customer, directly influencing their service experience.
3. **Backstage (Invisible Contact Employee) Actions** → D. The activities and tasks performed by employees behind the scenes, which support the visible contact employee actions but are not directly visible to customers.
4. **Support Processes** → E. The processes and systems that support service delivery, often involving departments outside the direct service team.
5. **Physical Evidence** → A. The tangible elements the customer interacts with during the service delivery, such as brochures, websites, or facilities.