

### **Final project - aim**

The goal of the final project is to:

- Describe the current design of the service offered by your firm.
- Relate key success and failure points to the service delivery processes
- Identify and propose approaches to improvement

### **Approach**

- You should focus on the firm you chose for the mid-term and create the blueprint.
- Please follow the ideas from the reading and the example video I have put on my website.
- You should fit key failure points into the blueprint.
- Consider suggestions to improve the service i.e., to 'fix' the failure points. You should use the expressions and phrases we have been using in class e.g., 'blueprint' 'scripts', 'standards' and 'evidence'. Give actual detail of how these aspects will be redesigned.

### **Reporting**

Imagine you are consultants trying to help improve service. You should share your findings in both a written report and presentation.

The written report should:

- Given some background to your company and the particular outlet that your group is focusing on.
- List the project objectives
- Explain how you approached the project (e.g. did you visit the store?).
- The blueprint will be written / printed on sheets of A3 paper. This will go with the report that will be a PDF file.

The presentation should:

- Last for a maximum of -108 minutes
- Make clear your objectives
- Explain the blueprint
- Highlight the failure points
- Indicate how the service will be redesigned.

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