KAIVANT MASTERCLASS

Service Blueprinting

CATEGORY	COURSE DELIVERY	DURATION
AI Augmentation and Work Redesign	Face-to-face, remote online or hybrid; public or in-house	2 days (14 training hours)

TARGET AUDIENCE

Customer experience and service design leads, front-line, branch and contact centre managers, digital product owners, marketing and service managers, and anyone planning AI that customers, patients, or citizens will meet.

PREREQUISITES

No prior knowledge is needed. Participants bring one customer journey from their organisation, from first contact to the end, and if possible the views of two or three customers or front-line colleagues on it. Completing Kaivant-I (free, about 10 minutes) before the masterclass is recommended.

RELATED MASTERCLASSES

- AI Value Stream Mapping
- AI Process Mining
- Task and Skill Scoring
- Decision Mapping
- Capability Mapping
- Knowledge-Flow Mapping

When AI enters a service, it operates on both sides of the counter. It answers customers. It prepares work behind the scenes. Sometimes, it acts directly on the customer's behalf. Many AI service projects prioritize internal efficiency, leaving the customer's actual objective as an afterthought. This masterclass aligns operational scalability with precise user analytics.

SERVICE BLUEPRINTS AND JOBS-TO-BE-DONE

A service blueprint tracks a single customer journey across two simultaneous layers. It maps visible customer actions alongside the backstage processes required for execution. The jobs-to-be-done framework moves one step earlier. It asks what the customer is actually trying to accomplish. A patient does not want a discharge letter; they want to get home safely and understand their next steps.

Benefits of service blueprints and jobs-to-be-done:

- Maintain focus on the customer's primary objective.
- The connection between user experience and internal operations becomes visible.
- Identify specific points where customers experience delays, confusion, or diminished trust.
- Accountability for the entire journey is explicitly defined.

WHAT CHANGES WITH AI

This masterclass extends both methods for environments where AI and human teams share the workload:

- An AI lane isolates where automation interacts with the customer and where it functions backstage.
- Accountable roles are assigned at every handoff between a person and an AI system.
- Protect moments requiring human empathy or complex judgment.
- Continuous data from front-line interactions feeds back into service iterations.

MASTERCLASS DESCRIPTION

The KAIVANT Masterclass: Service Blueprinting trains participants to redesign customer services using AI, anchored by the customer's core objective. Participants conduct interview simulations and blueprint a worked case. They then apply these exact steps to a journey from their own organization. You will leave with a fully redesigned journey and concrete performance tracking metrics.

MASTERCLASS AND LEARNING OBJECTIVES

Following the completion of the masterclass, participants will be able to:

- Extract the core job a customer is trying to complete by interviewing them about a recent experience.
- Job deconstruction pinpoints exact locations where users struggle or abandon the process.
- Map a service blueprint detailing customer actions, front-stage tasks, back-stage operations, the line of visibility, and supporting systems.
- The addition of an AI lane isolates where automation handles customer interactions versus backstage processing.
- Assign an accountable role at every handoff between humans and AI using the KAIVANT notation.
- Human judgment receives explicit protection within the new design.
- Determine which conversations require human intervention and establish channels for staff feedback.
- A redesigned journey presentation validates customer success through concrete metrics.

MASTERCLASS APPROACH

This masterclass integrates short briefings (about 30%), hands-on exercises utilizing both a worked case and participant data (about 50%), and feedback with presentations (about 20%). A single worked case spans both days. Every methodology is immediately applied to the participant's own organization. This ensures immediate operational deployment.

Face-to-face sessions rely on wall maps, cards, and sticky notes. Remote online formats utilize shared digital whiteboards and breakout rooms. Hybrid sessions consolidate in-room and online groups onto a single digital board, supported by dedicated facilitators.

MASTERCLASS MATERIAL

Participants receive a workbook containing the presentation material. Additional assets include a worked case pack with customer interview notes, a customer interview guide, and a service blueprint canvas featuring the AI lane. A handoff and accountability worksheet and the KAIVANT notation guide are also provided.

CONCEPTS WE WORK WITH



MASTERCLASS CONTENT

Day 1

Module 1: Services with AI on both sides

- AI in front of the customer, behind the scenes and acting for the customer
- Starting from internal efficiency versus the customer's goal
- Trust as the core of a service
- Exercise: describe your journey from the organisation's view and the customer's view

Module 2: The job to be done

- The progress a customer is trying to make
- Interviewing about a recent, real experience
- Writing the job in one line, in the customer's words; its steps and struggles
- Exercise: interview practice in pairs; write the case job

Module 3: The service blueprint

- Lanes: customer actions, front stage, line of visibility, back stage, systems
- Walking the journey as the customer would
- Linking the blueprint to the job steps
- Exercise: draw the blueprint for the worked case

Module 4: Pain points and waits

- Where customers wait, get confused or lose trust
- Handoffs between teams behind the line
- Who owns the whole journey
- Exercise: mark the case; start your own blueprint

Day 2

Module 5: The AI lane

- Where AI talks to the customer
- Where AI works behind the line of visibility
- AI acting on behalf of the customer; what changes for staff
- Exercise: add the AI lane to the case and your own blueprint

Module 6: Handoffs and accountability

- Handoffs from AI to a person and from a person to AI
- The accountable role at each handoff, with the KAIVANT notation
- When and how a customer can reach a person; when AI gets it wrong
- Exercise: mark every handoff in the case

Module 7: Protected human moments

- Moments that need warmth, judgement or a difficult conversation
- Giving these moments more time, not less
- What front-line staff learn from customers, and keeping that learning
- Exercise: protect the moments in the case and your own journey

Module 8: The redesigned journey

- Putting the job, blueprint, AI lane, handoffs and protected moments together
- Measures that show whether the journey works for customers
- Testing small changes before scaling
- Presentation of redesigned journeys, feedback and close

ASSESSMENT AND CERTIFICATE

- Self-assessment covering each learning objective at the start of Day 1 and the end of Day 2.
- Trainers review group exercises during every module.
- Evaluation of the participant's individual outputs concludes with a final presentation and peer feedback.
- End-of-course evaluation form.
- Full attendance and a completed final output dictate certificate issuance.

CONCLUSION

Customers evaluate a service based on outcome delivery, not the volume of AI operating in the background. Starting from the customer's actual job ensures organizations integrate AI securely. Assigning accountability at every handoff maintains operational integrity. Protecting moments that require human intervention preserves front-line expertise and user trust.

This methodology drives distinct outcomes across the organization:

Professionals: Extract the core job a customer is trying to complete and map a blueprint detailing customer actions, front-stage tasks, back-stage operations, and supporting systems. Job deconstruction pinpoints exact locations where users struggle, experience delays, or lose trust.

Managers: Align operational scalability with precise user analytics by isolating where automation interacts with the customer versus where it functions backstage. Assign an accountable role at every handoff between humans and AI using the KAIVANT notation, and establish concrete performance metrics that validate customer success.

L&D and HR: Protect moments requiring human empathy or complex judgment. Establish feedback channels to ensure front-line interactions continuously inform service iterations, preserving front-line expertise and maintaining human proficiency when AI gets it wrong.

Start with a baseline

Establish an objective baseline. Kaivant-O maps your organization's current AI maturity to identify the most effective masterclass sequence. Kaivant-I provides individual assessment. It is free, private, takes approximately 10 minutes, and is accessible at kaivantscore.com.

NEXT STEPS

The KAIVANT Curriculum

The KAIVANT Foundation and Practitioner programs prepare leaders for holistic change management. The individual masterclasses isolate specific operational components, providing highly actionable methods for immediate workplace application. These are highly recommended when executing live deployments requiring targeted methodologies.

Understanding AI Change (Foundation): Establish the analytical concepts, empirical evidence, and shared operational vocabulary required to manage continuous AI integration.

Leading AI Change (Practitioner): Execute assessment-driven AI change through constraint-based planning, live event management, and stakeholder alignment.

AI Value Stream Mapping: Identify where work waits before AI integration (Concepts 2 and 4).

AI Process Mining: Analyse the actual process using system data (Concept 4).

Task and Skill Scoring: Determine which tasks AI executes, supports, or leaves entirely to humans (Concept 5).

Decision Mapping: Track decision-makers and map authority shifts (Concept 8).

Capability Mapping: Identify where AI builds or erodes organizational capacity (Concepts 1 and 2).

Service Blueprinting: Map AI touchpoints between customers and staff (Concept 5).

Knowledge-Flow Mapping: Track knowledge transfer between humans, both with and without AI (Concept 7).

Training provider

This course operates under strict license by approved training providers. Every trainer undergoes rigorous coaching and licensing to ensure standardized delivery. Participants receive identical content and sit the exact same exam globally.

In-house versions adapt to an organization's specific operational reality. Content and duration are finalized following a detailed intake discussion. Training providers seeking to offer this curriculum may apply for an official license.