



Tool 5.1 Circular Service Blueprint

Tool 5.1 – Circular Service Blueprint

Phase 5 – Design & Development

Circular Service Blueprint				Designed for:	Designed by:	Date:	Version:
	PHASE 1: PRE-USE <i>What happens first when the customer starts their introduction to the service?</i>	PHASE 2: USE <i>How does the use phase continue? Are there different stages to it, re-use, repair etc.?</i>	PHASE 3: POST-USE <i>What happens when the use ends? How is the customer involved in recirculation?</i>				
CUSTOMER TOUCHPOINT <i>What steps does the customer take throughout the service journey?</i>							
PHYSICAL EVIDENCE <i>What tangible elements does the customer encounter at each touchpoint?</i>							
Line of interaction							
FRONTSTAGE <i>What visible actions do your employees or systems take to interact with the customer?</i>							
Line of visibility							
BACKSTAGE <i>What invisible internal processes or employee actions support the frontstage interactions?</i>							
SUPPORTING CIRCULAR ACTIONS <i>What internal support systems or third-party actions are needed for circular service delivery? How is circularity concerned in the infrastructure?</i>							



Objective of the Tool

The Circular Service Blueprint is designed to map how customer actions connect with internal and external processes within a service, viewed through a circular perspective. It can be used to manage an entire service journey or focus on a specific stage, such as ordering products online or handling returns of used products.

The tool is structured around customer action phases and distinguishes between different layers of service delivery: customer actions and interactions, frontstage activities visible to the customer, and backstage processes and support functions that remain invisible. This structure enables a comprehensive view of the activities and systems required to deliver the service.

By organizing the service into a blueprint, the tool helps clarify the customer experience, highlight key actions, and identify opportunities and barriers within the process. It also supports alignment among stakeholders and generates actionable insights by revealing how different layers and activities interact in delivering the service.

What the Tool Is

The Circular Service Blueprint is a blueprint canvas identifying different internal actions connected to the customer service.

Mapping out these different actions helps to:

- understand the connection between internal and external activities from a customer perspective
- identify gaps, barriers, opportunities or critical moments in the service delivery
- consider circular perspectives during each phase, customer touchpoint, and lifecycle
- improve or create parts of certain services or completely new service paths

When to Use the Tool

The Circular Service Blueprint can be utilized when creating new service models, servitization of current product offerings, improving or understanding certain parts of the service path, considering service from circular perspective, or better understanding the connections between customer experience and internal activities.

Expected Output

This tool helps to create a blueprint outlining a service based on:

- customer experience and interface
- internal and external actions
- supporting circular activities and stakeholders

This blueprint can help in upgrading current services for circular offerings, creating new services, or identifying opportunities or issues in certain parts of the service.

How to Use the Tool

Step 1 – Identify the Service Path or Service Journey Section to Analyze/Create

Utilize current data on service or ideate new service path/servitization for current product offering. Define if focus is on the whole service path or certain part of it.

Step 2 – Map Customer Journey through Touchpoints and Physical Elements

Identify the different ways your customer engages with the service throughout the use phases.

Step 3 – Identify Frontstage and Backstage Actions connected to each Touchpoint

Analyze from the data what the different actions are connected to the touchpoints, what kind of pain points there are or might be, and what opportunities the company could offer/create for each lifecycle phase and touchpoints.

Step 4 – Consider Supporting Circular Actions

What other stakeholders are involved? Policies, metrics? How is circularity considered at this stage?

Step 5 – Update Blueprint based on Supporting Evidence

Gather data to supplement gaps, prototype the service path, or model possible service.

Step 6 – Re-evaluate, Implement and Restart

Estimate updates, implement findings to the service blueprint, and continually evaluate possible changes or blind spots.

Key Dimensions of the Circular Service Blueprint

1. Phase: Pre-Use

Defines how customer enters the service.

Typical triggers include:

- new need is created
- circular considerations
- exposure to advertisement

Guiding question:

What needs to happen before the customer becomes part of the service? How does the customer get introduced to the service?

2. Phase: Use

Outlines how the service will be utilized.

Key considerations:

- customer experience and service environment
- retaining customer contact

Guiding question:

How is the use phase organized? Are there different stages to it, re-use, repair etc.?

3. Phase: Post-use

Defines how the service use is ended or renewed.

Typical triggers include:

- ending/lost customer contact
- new need not addressed by the current service is created
- service offering quality has dropped significantly, e.g., wear and tear of products
- service is stopped

Guiding question:

What happens when the use ends? How has the customer contact been retained? How is the customer involved in recirculation?

A. Customer Touchpoint

Define the different steps the customer goes through when interacting with the service.

Example steps:

- website visit
- search engine use
- ordering new products
- subscribing for a FaaS
- contacting about a broken product

Customer touchpoints outline the whole blueprint. To better understand specific touchpoints and customer perspective, you can use the Circular Customer Journey tool.

Guiding question:

What steps does the customer take throughout the service journey?

B. Physical Evidence

Identify the tangible elements connected to each touchpoint, there can be several for singular touchpoint.

Examples include:

- Website
- Customer service number
- Retail location
- Receipts
- Feedback forms

Guiding question:

What tangible elements does the customer encounter at each touchpoint?

C. Frontstage

Defines the actions taken by the company to respond to customer touchpoints. Separated from A and B with the line of interaction identifying where customer service happens.

Examples include:

- Sales team contact B2B customers
- Collection scheduling
- Repair or refurbishment work
- Online booking form
- Shipment dispatch

Guiding question:

What visible actions do your employees or systems take to interact with the customer?

D. Backstage

Identifies the internal actions responding to the frontstage activities. Separated from the frontstage with the line of visibility, meaning stages from this point onward are not visible to the customer.

Typical actions include:

- Logistics management
- Ordering spare parts
- Contacting repair technicians
- Entering product lifecycle data in the EPD/DPP system
- Packing and sending shipments

Guiding question:

What invisible internal processes or employee actions support the frontstage interactions?

E. Supporting Circular Actions

Identification of supporting actions needed to uphold circularity principles, engage stakeholders or involve other third-party actors.

Example actions or actors:

- Shipping service contractor
- Repair extending the use-phase
- Recovery of materials and products
- Disposal collaborators

Guiding question:

What internal support systems or third-party actions are needed for circular service delivery? How is circularity concerned in the infrastructure?



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