ESARIO

End-to-End Service Design Operational Flowchart

PHASE 1: RESEARCH & DIAGNOSTICS (DUAL-LENS SYSTEM)

Close-Up View (Human-Centric)

Qualitative field research: thorough user & employee interviews, direct process observation, and mapping critical "Moments of Truth" where experience is judged.

Wide View (Systemic & AI-Driven)

Data-driven macro diagnostics: processing large-scale operational data, omnichannel interaction logs, and support transcripts using AI to surface hidden bottleneck patterns.

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PHASE 2: CO-DESIGN & BLUEPRINTING (MAKING THE INVISIBLE VISIBLE)

INTERACTIVE SERVICE BLUEPRINT MAPPING

Customer Journey: Chronological sequence of actions, decisions, and physical/digital touchpoints evaluated by the end user.

LINE OF INTERACTION (DIRECT ENGAGEMENT BOUNDARY)

Frontstage (Visible Ecosystem): Visible personnel responses, user interfaces, and customer-facing front-end technologies.

LINE OF VISIBILITY (THE FUNDAMENTAL PARADOX BOUNDARY)

Backstage (Invisible Operations): Interdepartmental workflows, internal software systems, operational staff tasks, and policy applications.

LINE OF INTERNAL INTERACTION

Support Processes & Regulations: Underlying infrastructure, backend integrations, and compliance frameworks (GDPR, legal constraints).

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PHASE 3: SIMULATION & DYNAMIC FRICTION DETECTION

Silo Deconstruction

Revealing interdependencies between isolated departments, forcing cross-functional alignment and visibility.

Systemic Friction Mapping

Highlighting hidden operational redundancies and conflicts between internal rules and customer expectations.

AI Predictive Simulation

Simulating the downstream impact of proposed operational shifts to prevent unintended negative consequences on user experience.

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PHASE 4: OPTIMIZATION & VALUE INTEGRATION

AI Automation (Backstage Efficiency)

Delegating repetitive tasks, resource-intensive administration, and data handling to AI, eliminating redundancies and maximizing organizational speed.

Human Value (Frontstage Excellence)

Refocusing human personnel on high-value interactions that demand empathy, critical judgment, complex problem-solving, and relationship building.

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PHASE 5: PROACTIVE CONTINUOUS LIVE MONITORING

AI-Driven Live System Telemetry

Deploying continuous monitoring models to detect weak degradation signals within backstage operational chains, allowing the organization to intercept errors proactively *before* they cross the line of visibility to the user.

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