

# Active Learning Case Study

## Level 9 Global Service Management

Practical Service Blueprint Activity - Dr Ellis Urquhart & Dr Gavin Urie

**Pre-class:** students are asked to watch/read pre-recordings & case studies, then share own examples of standardised vs customised services on Moodle board. Students receive a **name badge** at the start of the class with a colour on it.

First half of class involves discussing different models of service and treatment of staff and customers, contrasting "Service with Request Campaign" and Karen's Diner where staff are intentionally rude to customers. **Class discuss different topics in small groups, then feedback on:**

- impact in tourism/hospitality
- Where this might be a problem
- How this resonates with them
- Target markets
- How this is applied in practice
- How to define the service concept.

Notes from **group screens** are cast to the main screen



Students talk the other group through the steps and stages of their physical blueprint – who's who and what's what in their line. The other group identifies 'pinch points' / areas that need additional planning and resource.

**Tables fold vertical** to define line which students cross to signify interaction between business and customer or other business areas. Chairs stacked out of the way.

Students split into 2 groups (with matching badge colour) to each **design a linear service blueprint** for a randomly selected business, with each student acting as a point of contact for customer interaction.



Active Learning Suite: room 1/07, Craiglockhart

Tables and chairs back to starting position.

Session summary, relating to Learning Outcomes and plan for following week.

**Students expressed their enjoyment of this activity and asked to do more of this sort of learning. Typically reserved students seemed to be enjoying this way of learning, smiling as they participated.**