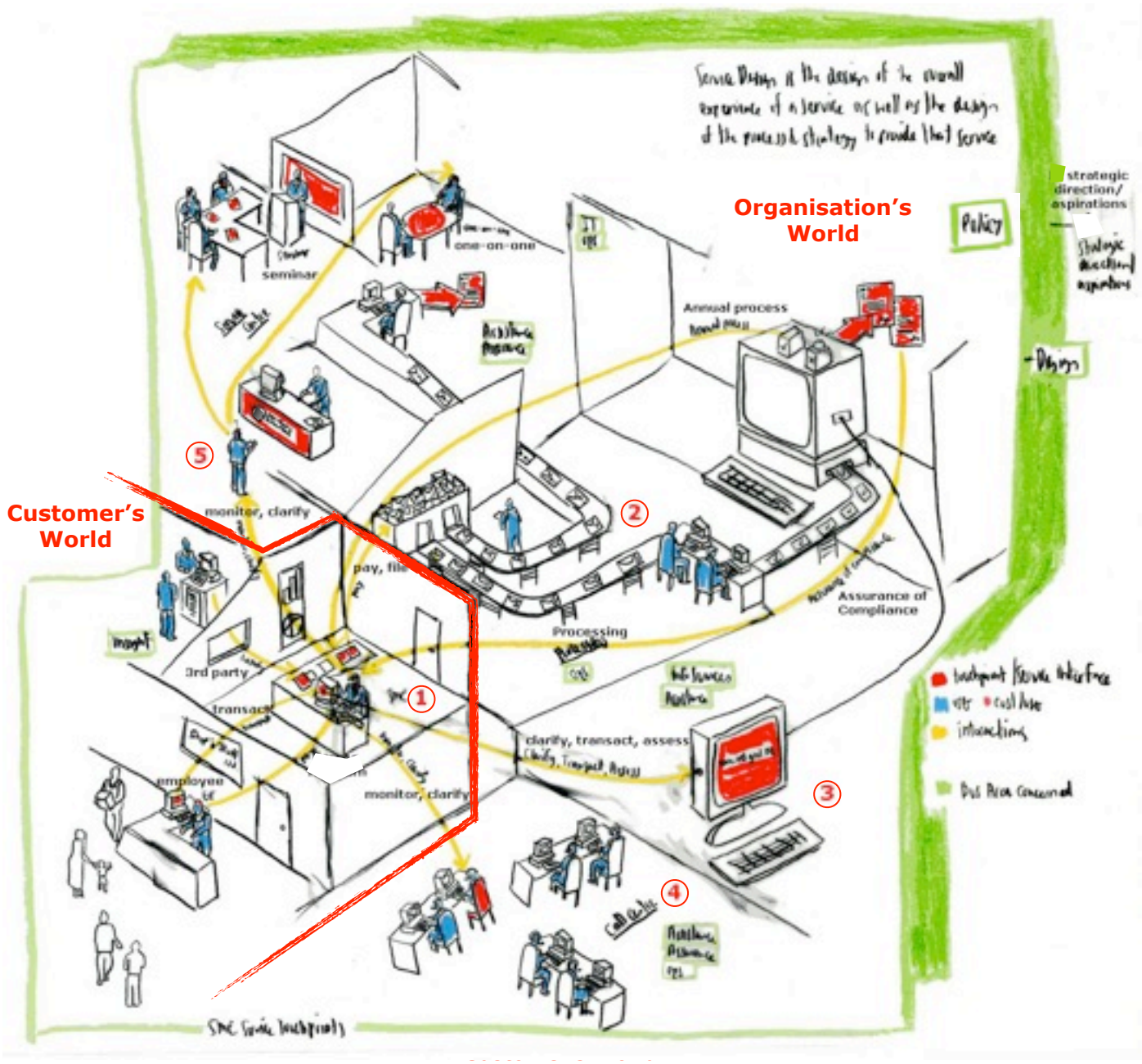
Journey of a customer

(illustrating what service design means in the regulatory context)



1. Real life of a SME, informal and formal relationships/interactions, happens over time
2. Organisational interaction – filing a return manually – red points are touchpoints – forms, brochures, web-screens
3. But maybe files online
4. Or maybe calls to clarify something or transact
5. Or maybe visits a service centre – to call or transact, get a letter answered, or to learn through a service officer or at a seminar

Making all these yellow lines work is what service design is about for us

- Assuring compliance
- Assisting compliance