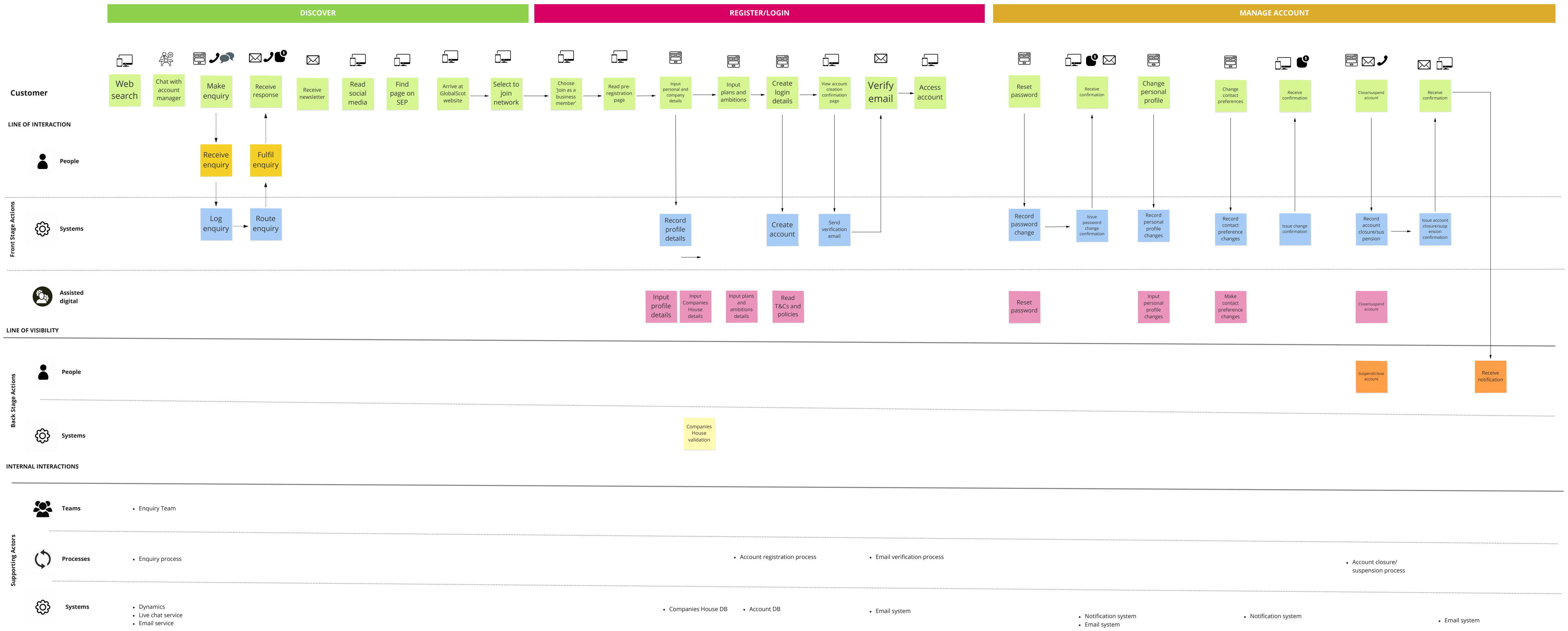
SERVICE BLUEPRINT

Join the GlobalScot network as a network member

Version 1.1 - 08 Apr 2020

KEY

Web page · Web form · Email · Chat · Phone · Notification · Face to face



DISCOVER

REGISTER/LOGIN

MANAGE ACCOUNT

Customer

Web search

Chat with account manager

Make enquiry

Receive response

Receive newsletter

Read social media

Find page on SEP

Arrive at GlobalScot website

Select to join network

Choose 'Join as a business member'

Read pre-registration page

Input personal and company details

Input plans and ambitions

Create login details

View account creation confirmation page

Verify email

Access account

Reset password

Receive confirmation

Change personal profile

Change contact preferences

Receive confirmation

Close/suspend account

Receive confirmation

LINE OF INTERACTION

Front Stage Actions

People

Receive enquiry

Fulfil enquiry

Systems

Log enquiry

Route enquiry

Record profile details

Create account

Send verification email

Record password change

Issue password change confirmation

Record personal profile changes

Record contact preference changes

Issue change confirmation

Record account closure/suspension

Issue account closure/suspension confirmation

Assisted digital

Input profile details

Input Companies House details

Input plans and ambitions details

Read T&Cs and policies

Reset password

Input personal profile changes

Make contact preference changes

Close/suspend account

LINE OF VISIBILITY

Back Stage Actions

People

Suspend/close account

Receive notification

Systems

Companies House validation

INTERNAL INTERACTIONS

Supporting Actors

Teams

- Enquiry Team

Processes

- Enquiry process
- Account registration process
- Email verification process
- Account closure/suspension process

Systems

- Dynamics
- Live chat service
- Email service
- Companies House DB
- Account DB
- Email system
- Notification system
- Email system
- Notification system
- Email system