

Enhancing Safety Standards and Service Quality through Service Blueprinting: A Case Study of Clinics and Driving Schools in Jeddah, Saudi Arabia

Raneem Saleh, Hasan Balfaqih and Sarah Osailan
Operations and Supply Chain Management Department
Effat University
Jeddah 21478, Saudi Arabia

rnsaleh@effat.edu.sa, hbalfaqih@effatuniversity.edu.sa, sosailan@effatuniversity.edu.sa

Abstract

This study examines the implementation of the service blueprint approach in clinics and driving schools in Jeddah, with an emphasis on enhancing safety standards and service quality. By analyzing the potential benefits, challenges, and implications of this methodology, the research seeks to provide insights for optimizing both clinical procedures and driver education programs. Through real-life case studies in Jeddah, the study details how the blueprint approach can be applied effectively, offering findings from a clinic and a prominent driving school. These findings illuminate patient and learner experiences and culminate in actionable recommendations based on the analysis. These recommendations are designed to support business development strategies and quality improvements in Jeddah's driving schools and clinics, contributing to overall service delivery enhancement in these critical areas.

Keywords

Service, Blueprint, Optimization, Quality.