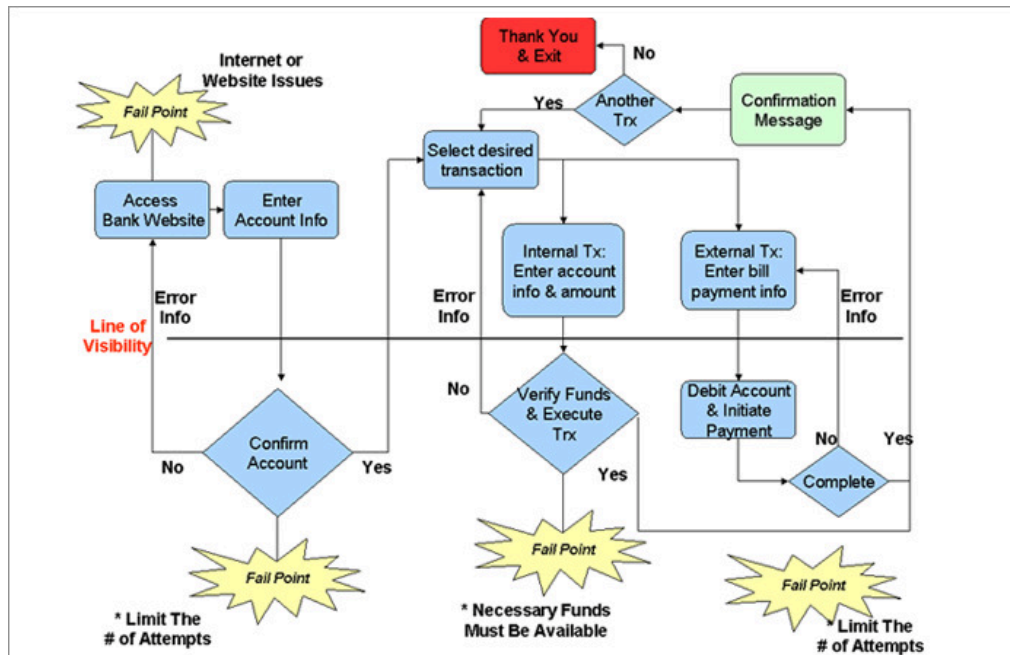


Use Case: Successful use of Blogs in Babson's Fast Track Blended MBA Program

In the Spring of 2006 Professor Paul Mulligan of Babson College, together with the college's Curriculum Innovation and Technology group, successfully implemented the blog tool to accomplish two graphically focused learning assignments.

These two assignments focused on service maps. A service map is a visual representation or flowchart of the interrelated customer service activities that are part of the service system within a company. Once a service map has been constructed, the service process can be analyzed to identify opportunities and areas where the process may be improved.



In the first assignment, students worked in teams to build a service map for a particular bank service based on a Babson case. After viewing a presentation on service mapping and a tutorial of how to create one, each team created a service map for their assigned banking service. These were visual flowcharts created in PowerPoint and then uploaded to the blog. The assignment was an iterative process in which students could compare their map to others, get feedback, and incorporate this feedback into their final product.

The blog was an ideal tool for this assignment for several reasons. First, students could easily post and view the graphical service maps. Secondly, it allowed them to compare their map with other teams who had been assigned the same service. This allowed them to see areas they may not

have considered or were off-base, build off their peers, and incorporate these improvements into their final submission. Just as importantly, the blog allowed them to provide constructive criticism on other teams' service maps.

Once students had constructed a service map for a fictional company in teams, they were then asked to create a service map for their own company. This was an individual assignment, building on the knowledge they gained from the team assignment. Again, the process was the same. Students posted their initial map to the blog so that it could be reviewed and critiqued by their peers before they submitted their final product. Students benefitted from the insights of those in the same or similar industries and got fresh perspectives from students outside their industry.

I probably would have put the 1 account transfer screen and had both the account transfer flow and bill pay flow branch off from that 1 box. I think it makes it a little easier to follow.
Thursday, 01/25/2007 1:22 PM by Student Person
[Delete](#)

This map makes sense to me logically and I like the detail you address with the retry suggestion to offer up with those events: I would think each new try would require a server request and therefore below the line processing to more accurately map the process.
Thursday, 01/25/2007 1:22 PM by John Johnson
[Delete](#)

It seems like you can only attempt a xfer once, yet you can attempt Bill Pay multiple times. Should there be a path to retry the xfer? Or even if the xfer is successful, someone may want to xfer again from (from different accounts)?
Thursday, 01/25/2007 5:20 PM by Joe Babson
[Delete](#)

Can you only transfer funds and make on-line bill payments? What about account maintenance capabilities? Can customers contact a service rep either by phone or email if they need help?
Thursday, 01/25/2007 5:20 PM by Sally Smith
[Delete](#)

Elaborating on the logon might make the map more complete.
Friday, 01/26/2007 11:26 AM by Sarah Babson
[Delete](#)

An unanticipated benefit of the activity was the sense of community and networking opportunities it provided. This was unanticipated because the students already knew each other and had been working together for some time. However, for the first time, the service maps allowed them to truly see and understand a classmate's job, role, industry, and company. The end-result was a tighter, more cohesive community, which lasted throughout the course.

Both assignments were quite successful, and the blog was instrumental in this success. The final service maps submitted were greatly improved over the original drafts posted to the blog, and students sharing their graphical submissions with each other was a key component of the learning process. Additionally, because the assignment served to strengthen the learning community, the course as a whole was positively impacted by the exercises.