

## **Save the Dates**



**The 10<sup>th</sup> Annual Meeting of the**

## **Service Management and Science Forum**

**June 11-13, 2015**

**Bentley University  
Waltham, MA**

### **Theme**

**Co-creating the Customer Service Experience with High Tech and High Touch**

### **Meeting Announcement:**

The Service Management and Science Forum is a truly transdisciplinary meeting involving academics and practitioners from all disciplines and organizations that focus on service delivery processes and the service systems that support them. The conference has attracted a number of established researchers across operations, marketing, information technology, design, engineering, and human resource management from domestic and international higher education institutions and businesses.

In today's highly competitive environment, there is a growing emphasis to providing customers with a truly memorable experience as a way to increase both customer satisfaction and long term customer loyalty. The customer service experience resulting from the interaction with the service provider requires a combination of high tech and high touch, which depends on the type of service being provided and therefore is generally heterogeneous by its nature. For instance, experience at Disneyland theme park is largely different from experience at Apple or Microsoft stores. Technology and service design have pushed customer experience management towards a new era.

## **Information for Contributors:**

Individuals from academia, business and government are invited to submit refereed research papers, non-refereed research abstracts, and proposals for workshops, panels, and symposia. All submissions should have a clear focus on enhancing the customer's experience and are encouraged to be transdisciplinary in nature; that is, they should involve more than a single traditional discipline.

## **Submission Deadlines:**

The submission deadline for refereed research papers is **February 15, 2015**. The submission deadline for non-refereed research abstracts and proposals is **March 15, 2015**. Additional details about the 2015 Forum will be forthcoming. In the interim, please mark the dates on your calendar and for more information please contact:

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