

CSL faculty-led applied research projects are focused on conducting leading edge service research that aims to deliver significant academic and business value. These projects differ from traditional consulting projects because they are focused on breakthrough service ideas. The sponsoring firm receives valuable new managerially-focused insights, in exchange for payment for the faculty members' time and expertise, and the faculty member has the opportunity to publish academic versions of the findings to expand current service knowledge. This delivers a win-win for the sponsoring CSL member firm and the faculty member.

Examples of Recent CSL Faculty-Led Applied Research Projects

- **Building Stronger Customer Experiences by Leveraging Customer Relational Orientations**
 - *Research issue.* How can a firm build better relationships with its customers?
 - *Methodology and insights.* Though qualitative and quantitative phases, this project for a major insurance company identified segments based on their relational orientations (i.e., those who desired a deep relationship with the company vs. not). The team developed CRM materials to match these customer relational needs. This led to more profitable customer portfolios by better matching the firms' efforts with the level of relationship the customer desired.
- **Identifying the Skills, Characteristics, and Strategies of High-Performance Account Managers**
 - *Research issue.* How do high-performing account managers effectively coordinate account teams that serve large customers to spur sales and profit growth?
 - *Methodology and insights.* Though qualitative and quantitative studies, this project for a major technology company identified the best practices of high-performing account managers and isolated the factors that define profitable customer engagements. CSL provided recommendations that led the firm to increase its closure rate, improve their sales metrics and RFP process, and also enhance their training programs.
- **Customer Participation in B-2-B Online Support Communities and their Need for Service**
 - *Research issue.* How does an online community deliver value by limiting future service requests?
 - *Methodology and insights.* Merging six databases, this project for a major software company identified how elements of online community participation affected the need to contact the firm for future service requests. This enabled the firm to direct its investments to increase consumer satisfaction and WOM and also reduce the need for firm-provided service support.
- **How to Sell Customized Integrated Solutions: Successfully Transferring Learnings between Teams and Customer Engagements**
 - *Research issue.* What factors are associated with successfully selling unique, customized solutions?
 - *Methodology and insights.* Qualitative interviews with six B2B clients from four industries identified the factors associated with selling customized solutions successfully. A follow up case study with a large European B2B technology manufacturer further enabled the team to identify the key factors that allow sales team to "replicate" its success selling customized solutions across multiple providers. The team provided recommendations for how the firm could establish and nurture these factors.

Contact Mike Wiles, CSL Faculty Director for Research, at mwiles1@asu.edu or 480-965-2322 to discuss your interest or to learn more about research collaboration opportunities with CSL.