

service

Opening worlds of **opportunity** through the science of service

Get the

facts
about ASU's Center for Services Leadership

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ASU W.P. Carey
School of Business
Arizona State University

Center for Services Leadership

The Center for Services Leadership is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University (ASU) that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of business strategy in the real world.

The CSL was created in 1985 as a response to the unique set of challenges that companies faced. While others were focusing on products and manufacturing enterprises, the CSL pioneered the study of services. Today, the Center is a globally recognized authority and thought leader in the science of competing strategically through the profitable use of services.



Why we're worlds apart

from other university centers
and consulting organizations

Science

We are in the business of the science of services – we base our understanding of effective services on research and objective criteria, not just platitudes.

Significance

We are in the business of developing and sharing what works in the real business world, not just pure theory.

Symbiosis

We are in the business of building a cross-industry and cross-functional network of companies and academics who can help each other discover fresh ways to compete through service – not just business as usual.

Go to
wpcarey.asu.edu/csl

to learn more about how you can
open a universe of opportunity.



Student Education

The W. P. Carey MBA Specialization in Strategic Marketing and Services Leadership

The W. P. Carey MBA Specialization in Strategic Marketing and Services Leadership prepares graduates for leadership positions in market, product and customer relationship management. With a solid foundation in objective, scientific methods and proven marketing strategy, students learn the science behind service and receive a unique set of skills that are aggressively sought across all industries.

Problem-Focused Research

Where the Science Behind Service Innovation Begins

The CSL features an experienced, knowledgeable faculty network, committed to conducting research for organizations that seek to utilize service as a competitive edge. Each research opportunity produces substantial knowledge for business partners and high academic value for the Center. Groundbreaking research projects are conducted exclusively for member firms and clients interested in forming long-term service partnerships. For more information, please visit wpcarey.asu.edu/csl/research.

Past and current service research clients include:

- Agilent Technologies
- AT&T
- Avaya Communications
- Avnet
- Cardinal Health
- Caterpillar Inc.
- The Co-Operators
- CVS Caremark / Caremark
- DuPont Sustainable Solutions
- Ford Motor Company
- Hewlett-Packard
- Honeywell Aerospace
- IBM Global Services
- Luxottica Retail / LensCrafters
- Mayo Clinic
- Oracle
- Siemens Industry
- Wells Fargo
- YRC Worldwide Inc.

Executive and Professional Development

Through our executive education programs, we create “customer champions” across the marketplace. These programs bring together a unique blend of seasoned business leaders and distinguished faculty who both educate and inspire our international audience of business executives.

Our open enrollment executive education programs are completely unique and specifically tailored for those interested in building and driving profits through their service offerings. From our annually acclaimed Compete Through Service Symposium to our distinctive Strategic Service Institute, Service Blueprinting Workshops, Online Service Courses and the W. P. Carey Certificate in Customer Experience, the Center for Services Leadership is the leader in providing the most comprehensive education on services available to the business world.

We also offer company-specific education programs. From half-day workshops to multi-day seminars, we work closely with each organization to diagnose their specific challenges. Our renowned faculty partners with companies to provide thought-provoking sessions and orchestrate interactive team-based applications to meet specific needs.

Upcoming programs:

Strategic Services Institute

The Institute brings new knowledge, frameworks and approaches into an actionable learning journey.

Module 1 ▪ March 5 - 7, 2018

Module 2 ▪ March 7 - 9, 2018

W. P. Carey School of Business

Arizona State University

Tempe, Arizona

wpcarey.asu.edu/institute

Compete Through Service Symposium

Annual, 2½ day gathering of academic and business thought leaders to share and advance the science of service

October 24 - 26, 2018

Hilton Scottsdale Resort & Villas

Scottsdale, Arizona

wpcarey.asu.edu/symposium

Customer Experience Certificate and Online Courses

The CSL offers open-enrollment online courses designed to provide education in the areas of services leadership and excellence. For a complete listing of all upcoming courses, please visit

wpcarey.asu.edu/csl/onlineeducation

CSL Member Firms

A&W Food Services
of Canada, Inc.
Abbott Laboratories
Agile Pursuits Franchising, Inc.
(a Procter & Gamble Co.)
Allscripts
American Express
ASU Enterprise Marketing
Avnet, Inc.
Blue Cross Blue Shield of Arizona
The Boeing Company
Charles Schwab & Co., Inc.
Cisco Systems, Inc.
The Co-operators Group Ltd.
Cox Communications
Customer Care
Measurement & Consulting
Dell, Inc.
DuPont Pioneer
Edward Jones
Entercoms, Inc.
FedEx Services
First Solar, Inc.
Ford Motor Company,
Phoenix Region
Honeywell Home
& Building Technologies
The INSIGHT Group, Inc.
Intel Corporation
Keysight Technologies
Lenovo
LifeLock, Inc.
Lutron Electronics Co., Inc.
Mayo Clinic of Arizona
National Industries for the Blind
Pearson
Penske Truck Leasing Co.
Philips Lighting
The Real Ratings Group, LLC
Renaissance Learning
Siemens Industry, Inc.
Starbucks Coffee Company
State Farm Insurance
Televerde
Thales Group
TriWest Healthcare Alliance
Uber
Vixxo
Vocera Communications
VWR International, LLC

The W. P. Carey School of Business is one of the largest business schools in the United States and is internationally recognized for its leadership in services. The school is highly ranked nationally for both its undergraduate programs and the W. P. Carey MBA.



Corporate Membership

The key component to the Center's success is a strong connection and solid partnership with the business community. Our distinguished Board of Advisors, a group of business and university leaders from our Member Firms, provides a valuable link to the real world by connecting the academic environment to industries and disciplines facing similar service challenges. The Center frequently acts as an academic partner with Member Firms on landmark research and innovative projects to gain valuable knowledge and real perspective on the science of service.

Center Membership might be right for your firm.

The benefits of Center Membership include:

Cross-industry networking and benchmarking opportunities to learn from other leading firms, executives and professors recognized as leaders in the services arena

Priority registration and special member rates for the Center's annual educational events, including the "Compete Through Service" Symposium and the Services Leadership Institute

Involvement in advising and expanding the CSL in new and innovative directions

"The Center for Services Leadership has the best mix of academic and leading edge research combined with good companies that share common challenges – whether it's growing their service business, learning how to price services, or how to implement services within their organization – the learnings and return from the energy and enthusiasm for service within the CSL is invaluable."

Cody Phipps – President and Chief Executive Officer, Owens & Minor

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wpcarey.asu.edu/csl
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