The Center for Services Leadership

Who We Are

The Center for Services Leadership is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University 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 service. Today, the Center is globally recognized authority and thought leader in the science of competing strategically through the profitable use of service.

Core Strategies

- To conduct and support relevant, meaningful, and rigorous research to advance the science of service across disciplines.
- To provide access to knowledge and knowledge transfer related to the science of service for professionals and students (UG, Masters and PhD).
- To connect and facilitate productive relationships among academic, industry and societal leaders to advance the theory and practice of service.
- To secure current self-sustaining financial model and continue to contribute financially to WPC and ASU.

Key Activities and Partnerships

- Student Education
- Problem-Focused Research
- Executive and Professional Development
- Corporate Membership

For More Information

Please visit http://wpcarey.asu.edu/csl

Our values: Excellence, Integrity, Impact, Community
The Annual Compete Through Service Symposium

“is the gathering of the lions, the place where the best come to learn from one another.”

Dale Dauten, Nationally Syndicated Columnist
What is the Compete Through Service Symposium?

This unique, annual learning experience was designed by the Center for Services Leadership, the country’s leading and most respected academic research center focused on the subject of services. The Symposium has a proven track record of providing executives with effective tools to enable their companies to compete through the strategic use of service.

The event gathers together senior executive speakers from a variety of industries who provide mini-case studies in services innovation. We combine them with academicians and thought-leaders who show the broader perspective. The event brings approximately 200 senior-level participants out of their industry myopia and generates fresh ideas on how to infuse

The Compete Through Service Symposium Vision

A premier learning experience helping executives compete through the strategic use of service and an unrelenting focus on the customer. The Symposium inspires and equips executives to create or enhance:

- New, innovative services
- A culture characterized by a customer-centric focus, employee and customer loyalty and service excellence with the goals of increasing sustainable competitive advantage and profits
- Exemplary, “out-of-the-box” customer service
- Value-added, revenue-producing services
- Underlying all...A focus on the customer
Tech that Propels the Future of Service and Mastering Service Culture

Tech that Propels the Future of Service – Implementing and managing technological resources and tools is essential for any organization. In our age, the tech environment is constantly changing. At CTS, we will explore how technology – especially disruptive technologies – and data will be shaping the landscape of the service world. We will look at how tech both drives and elevates existing services as well as how it creates entirely new service offerings and businesses.

Mastering Service Culture – Despite ever changing technology, culture remains at the heart of any service business. Without a strong service culture and the people dedicated to uphold it, service experiences will fail. Technology can be bought, but culture must be built over time, and often is hard to imitate. People are also a company’s most important asset and a major source of competitive advantage. CTS will provide insights, cases, and tools on how to recruit, train, retain, and LEAD people in order to grow and cultivate a true culture of service within your organization.

For each of these themes, we are looking for a B2B, a B2C and a “Thought Leader” (academic, consultant, author, etc.) for the main stage and two breakout speakers.
## Event Basics

**THEMES:** Tech that Propels the Future of Service and Mastering Service Culture

**WHEN:** October 24-26, 2018

**AUDIENCE:** Leaders in service excellence who are committed to a focus on the customer and the advancement of service strategy and leadership; over 50% VPs or higher from across all industries such as retail, hospitality, healthcare, technology and technical services, financial services, and manufacturing.

**PROGRAM HOST:** The Center for Services leadership, a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of service strategy in the business world.

**FORMAT:** Series of general session and keynote speakers. In addition, we will be devoting a portion of the Friday morning of Symposium to roundtables and lightning talks. The roundtables will consist of three 20-minute sessions on any services topic. The lightning talks will be between five to seven minutes long and will be on any services topic. (With very limited, if any, slides.)

**LOCATION:** The Hilton Scottsdale Resort and Villas Scottsdale, Arizona

**WEBSITE:** [http://wpcarey.asu.edu/symposium](http://wpcarey.asu.edu/symposium)

**Contact:**

Alicia Holder, Director, Business Partnerships Center for Services Leadership, W. P. Carey School of Business
The Symposium is comprised of approximately 200 leaders from Fortune 500 to entrepreneurial firms from many industries, including health, IT, telecom, financial services, manufacturing, entertainment and travel, etc.

Our attendees are senior and emerging executives – Over 65% of Symposium attendees are classified as CEO, President, Executive Vice President, Senior Vice President, Director, or key managers. More than 65% work in B2B settings.

Our attendees are key decision-makers from diverse functional areas: marketing, operations, human resources, etc. The Symposium features both a national and global representation of attendees.

An attendee list from past events is available upon request.
Past Attending Companies Include

- A & W Food Services
- AAA Arizona
- AARP
- Abbott Laboratories/
  Abbott Medical Optics
- Agile Pursuits, a P&G Company
- Allscripts
- Amazon
- American Express
- American Marketing Association
- Applied Materials, Applied Global Services
- Arbella Insurance Group
- Arizona Humane Society
- Arizona State University
- AT&T
- Aviall Services, Inc., a Boeing Company
- Avnet
- Bank of America
- Banner Health
- Barrows Neurological Institute St.
  Joseph’s Hospital
- BBVA Compass
- Blue Cross Blue Shield of Arizona
- Boeing
- Boston Scientific
- Brandtrust
- Carbon 3D
- Cardinal Health
- Customer Care Measurement and Consulting
- Center for Service Intelligence,
  Belgium
- Charles Schwab
- Chase
- Cisco Systems
- Coca-Cola
- Columbia House
- The Co-Operators
- Comcast Cable
- Cox Communications
- CUMIS
- Dell
- Deloitte
- Discount Tire
- Dow Chemical
- DuPont Pioneer & DuPont Sustainable Solutions
- Edward Jones
- Exxon Mobil
- FedEx Services
- First Solar
- Fresh Revenues
- Fujitsu Network Communications
- General Electric
- Great Clips
- Harley Davidson
- Harrah’s
- HBO
- Henny Penny Corporation
- Honeywell Aerospace
- Honeywell Home & Building Technologies
- IBM
- Intel Corporation
- Internal Revenue Service
- Jobing.com
- Johnson & Johnson
- Keysight Technologies
- KVH Industries, Inc.
- La Quinta
- Lenovo / Global Services
- LensCrafters
- Lutron Electronics
- Madison School District
- Marriott
- Mayo Clinic
- Meritage Homes
- Microsoft
- Minnesota Workforce Center
- Mobile Mini
- Motorola
- National Industries for the Blind
- National Instruments
- Neofirma
- neoIT
- Pearson
- Penske Truck Leasing
- Pepsi
- PetSmart
- Philips Lighting
- Phoenix Children’s Hospital
- Phoenix Convention Center
- Proctor & Gamble
- Prudential Insurance
- Rice University - Jones Grad School Salesforce
- SAP
- Service 360 Partners
- ServicePower Inc.
- Siemens
- Spear Education
- Salt River Project
- Starbucks
- State Farm Insurance
- Strategic Solar Energy
- Televerde
- The Service Profit Chain Institute
- Thunderbird School of Global Management
- Town of Gilbert, AZ
- Tulsa City County Library
- Uber
- United Blood Services
- United Stationers, Inc.
- USAA
- USANA Health Sciences
- Video West
- Vixxo
- Vocera Communications, Inc.
- VWR International
- Walt Disney World
- Xerox
- Yamaha
- YSTAS
Past Speakers Include

Captain Chesley “Sully” Sullenberger
Mike Gathright
Director, Americas Customer Service
Amazon

Derrick Hall
President & CEO
Arizona Diamondbacks

Roy Vallee
President & CEO
Avnet, Inc.

Fred Reicheld
Bain Fellow, Author of The Ultimate Question 2.0
Bain and Company, Inc.

Bernie Clark
Senior Vice President, Schwab Advisor Services
Charles Schwab & Company

John Beuerlein
General Partner, Client Service Excellence
Edward Jones

Greg Manganello
Senior Vice President Services
Fujitsu Network Communications

Bob Parsons
CEO
GoDaddy

Ray Barton
Chairman
Great Clips

Rich Teerlink
Former Chairman, President and CEO
Harley-Davidson, Inc.

Gary Loveman
President and CEO
Harrah’s Entertainment

Len Schlesinger, Ph.D.
Vice Chairman & COO
Limited Brands, Inc.

Lara Lee
Senior Vice President
Customer Experience Design
Lowe’s Companies, Inc.

Julie Moll
Senior Vice President, Portfolio Strategy
Marriott International

Nathan Estruth
Vice President and General Manager,
Procter & Gamble

Randy Wootton
Vice President, Customer Success
Products
Salesforce

David Ridley
Senior Vice President, Marketing and Revenue Management
Southwest Airlines

Jim Haworth
EVP, Operations
Wal-Mart Stores, Inc.
Contact Information

For Questions and Next Steps:

Visit the Website: http://wpcarey.asu.edu/symposium

Please contact:

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