

# Service

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

## Get the facts

about ASU's Center for Services Leadership

Student Education

Problem-Focused Research

Executive and Professional Development

Corporate Membership

**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](http://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](http://wpcarey.asu.edu/csl/research).

### Past and current service research clients include:

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

## 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 ▪ February 24 - 26, 2020

Module 2 ▪ February 26 - 28, 2020

W. P. Carey School of Business

Arizona State University

Tempe, Arizona

[wpcarey.asu.edu/institute](http://wpcarey.asu.edu/institute)

### Compete Through Service Symposium

*Annual gathering of academic and business thought leaders to share and advance the science of service.*

April 1 - 3, 2020

The Scottsdale Resort at McCormick Ranch

Scottsdale, Arizona

[wpcarey.asu.edu/symposium](http://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](http://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

Avnet, Inc.

Axon

Blue Cross Blue Shield of Arizona

The Boeing Company

Charles Schwab & Co., Inc.

The Co-operators Group Ltd.

Coherent, Inc.

Cox Communications

Customer Care

Measurement & Consulting

Dell, Inc.

Edward Jones

FedEx Services

Graybar

Honeywell

Intel Corporation

Keysight Technologies, Inc.

Lenovo

Lutron Electronics Co., Inc.

Mayo Clinic

National Industries for the Blind

Nikon Corporation

Penske Truck Leasing Co.

Phoenix Convention Center & Venues

Siemens Industry, Inc.

Siemens Large Drives Applications

Salt River Project (SRP)

Starbucks Coffee Company

State Farm Insurance

Swagelock

Televerde

TriWest Healthcare Alliance

Uber

Vixxo

Zion & Zion

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 Strategic Service Institute.

Involvement in shaping and expanding the CSL in new and innovative directions.

## Levels of Corporate Membership and Pricing

We offer three levels of membership packages: Chairman, Executive, and Member Level. Entry into membership starts at an annual fee of \$11,500, which includes two Compete Through Service Symposium seats in addition to the free seat that the board member receives.

Find out the many ways your company or organization can benefit from partnering with the Center for Services Leadership. Contact us directly at **480-965-6201**, or email **csl@asu.edu** and state that you are interested in CSL membership.

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[wpcarey.asu.edu/csl](http://wpcarey.asu.edu/csl)  
[twitter.com/WPCCSL](https://twitter.com/WPCCSL)

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