

Agenda

Online Service Process and Innovation Sprint

Monday, April 5

9:00 AM-9:10 AM **Overview Introduction**
John Dietrich, MBA
W. P. Carey School of Business

9:10 AM-9:55 AM **Designing Service Excellence and Closing the Gaps**
John Dietrich, MBA
W. P. Carey School of Business

9:55 AM-10:15 AM **Networking**

10:15 AM-11:00 AM **The Customer Journey for Service Innovation**
Lance Bettencourt, Ph.D.
Associate Professor of Professional Practice,
Texas Christian University

Tuesday, April 6

9:00 AM-9:10 AM **Opening**

9:10 AM-9:55 AM **Designing the Service Experience with Service Blueprinting**
Felicia Morgan, Ph.D.
University of West Florida

9:55 AM-10:15 AM **Networking**

10:15 AM-11:00 AM **Designing the Service Experience with Service Blueprinting**
Felicia Morgan, Ph.D.
University of West Florida

Wednesday, April 7

9:00 AM-9:10 AM **Opening**

9:10 AM-9:55 AM **Voice of the Customer**
Sterling Bone, Ph.D.
Jon M. Huntsman School of Business
Utah State University

9:55 AM-10:15 AM **Networking**

10:15 AM-11:00 AM **Design Thinking**
Antony Peloso, Ph.D.
W. P. Carey School of Business

Thursday, April 8

9:00 AM-9:10 AM Opening

9:10 AM-9:55 AM Tool Box 1 - Service Triangle, Culture, Standards
Felicia Morgan, Ph.D.
University of West Florida

9:55 AM-10:15 AM Networking

10:15 AM-11:00 AM Tool Box 2 - Analytical
Thomas Hollmann, Ph.D.
Center for Services Leadership
W. P. Carey School of Business

Friday, April 9

9:00 AM-9:10 AM Opening

9:10 AM-9:55 AM Change Management
Douglas Olsen, Ph.D.
W. P. Carey School of Business

9:55 AM-10:15 AM Networking

10:15 AM-11:00 AM Leadership in a Virtual World and Beyond
Suzanne Peterson, Ph.D.
Thunderbird School of Global Management