

Agenda

Online Service Process and Innovation Sprint

Monday, March 20, 2023

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|--------------------------|---|
| 10:00 AM-10:10 AM | Overview Introduction
John Dietrich, MBA
W. P. Carey School of Business |
| 10:10 AM-10:55 AM | Designing Service Excellence and Closing the Gaps
John Dietrich, MBA
W. P. Carey School of Business |
| 10:55 AM-11:15 AM | Networking |
| 11:15 AM-12:00 PM | The Customer Journey for Service Innovation
Lance Bettencourt, Ph.D.
Associate Professor of Professional Practice,
Texas Christian University |
| 12:00 PM-12:15 PM | Closing of day |

Tuesday, March 21, 2023

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| 10:00 AM-10:10 AM | Opening |
| 10:10 AM-10:55 AM | Designing the Service Experience with Service Blueprinting
Felicia Morgan, Ph.D.
University of West Florida |
| 10:55 AM-11:15 AM | Networking |
| 11:15 AM-12:00 PM | Designing the Service Experience with Service Blueprinting
Felicia Morgan, Ph.D.
University of West Florida |
| 12:00 PM-12:15 PM | Closing of day |

Wednesday, March 22, 2023

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| 10:00 AM-10:10 AM | Opening |
| 10:10 AM-10:55 AM | Voice of the Customer
Sterling Bone, Ph.D.
Jon M. Huntsman School of Business
Utah State University |
| 10:55 AM-11:15 AM | Networking |

11:15 AM-12:00 PM Thinking Differently by Design
Clay Voorhees, Ph.D.
University of Alabama

12:00 PM-12:15 PM Closing of day

Thursday, March 23, 2023

10:00 AM-10:10 AM Opening

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

10:55 AM-11:15 AM Networking

11:15 AM-12:00 PM Tool Box 2 - Analytical
Thomas Hollmann, Ph.D.
Center for Services Leadership
W. P. Carey School of Business

12:00 PM-12:15 PM Closing of day

Friday, March 24, 2023

10:00 AM-10:10 AM Opening

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

10:55 AM-11:15 AM Networking

11:15 AM-12:00 PM Leadership in a Virtual World and Beyond
Suzanne Peterson, Ph.D.
Thunderbird School of Global Management

12:00 PM-12:15 PM Closing of day