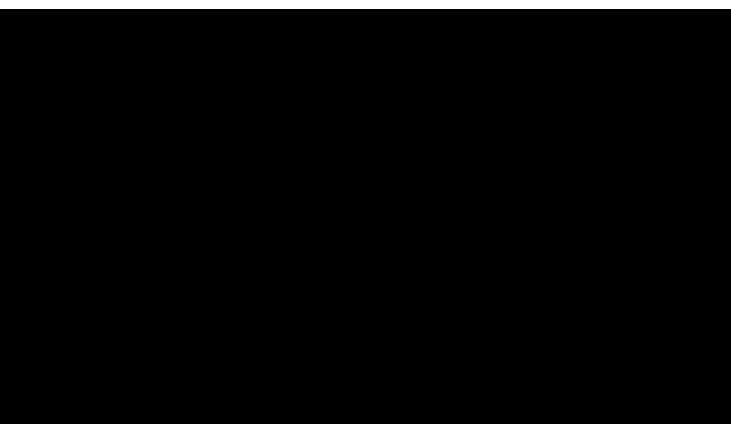







		Thomas L Baker	Associate Professor of Marketing The University of Alabama Culverhouse College of Commerce Tuscaloosa, USA
4. Customer expectations, time, waiting, service delivery, appointments	PowerCo	Judy Zolkiewski	Professor of Marketing University of Manchester Alliance Manchester Business School Manchester, UK

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5. Designing the IVR customer experience. Call-handling and customer effort, IVR use, technology and the virtual customer experience	RetailCo PowerCo	Chiara Orsingher 	Associate Professor University of Bologna Department of Management Bologna, Italy
		Stacey Robinson 	Assistant Professor of Marketing The University of Alabama Culverhouse College of Commerce Tuscaloosa, USA
6. Channel structure design for customer experience  Optimum organisational channel structures for segmented customer journeys and the customer experience	RetailCo RailCo PowerCo	Jens Hogreve	Professor of Business Administration and Service Management  Catholic University of Eichstätt-Ingolstadt  Ingolstadt School of Management  Ingolstadt, Germany
		Nancy Wunderlich	Professor of Service Management  University of Paderborn  Faculty of Business Administration and Economics  Paderborn, Germany
7. B2B service networks for the customer experience	LogisticsCo	Lars Witell	Professor of Business Administration  Linköping University  Department of Management and Engineering  Linköping, Sweden

		<p>Christian Kowalkowski</p> 	<p>Associate Professor of Industrial Marketing</p> <p>Linköping University</p> <p>Institute of Technology</p> <p>Linköping, Sweden</p>
<p>8. Big data: Benchmarking performance and predictive analytics to improve B2B customer efficiency</p>	<p>LogisticsCo</p>	<p>Maria Holmlund-Rytkönen</p> 	<p>Professor in Marketing</p> <p>Hanken School of Economics</p> <p>CERS-Centre for Relationship Marketing and Service Management</p> <p>Helsinki, Finland</p>
		<p>Yves Van Vaerenbergh</p> 	<p>Assistant Professor of Marketing</p> <p>KU Leuven</p> <p>Faculty of Economics and Business</p> <p>Leuven, Belgium</p>