

Master Classes

FOUR master classes will be conducted on July 24, the second day of the Singapore Management University (SMU) Institute of Service Excellence's Global Conference on Service Excellence 2014. They will be held at Suntec Singapore Convention and Exhibition Centre. Classes are designed to offer in-depth learning into specific areas of service innovation. They are targeted at C-level executives, presidents, managing directors, and senior executives. Led by prominent academics from leading universities, the classes will allow participants to immerse themselves in thought-provoking lectures, case discussions, and individual and group exercises. Each master class will last a full day, from 8.30am to 5.30pm.

Master Class 1

Theme: Essential analytics for service
 Led by: Professor P K Kannan, Robert H. Smith School of Business, University of Maryland



"Service has often been perceived as intangible. However, businesses can objectively appraise their customer satisfaction levels and their impact on financial performance through data mining and analysis.
 "The focus of the class will be four fold: addressing the impact of customer service on firm value, understanding what drives customer satisfaction to ensure customers remain profitable, analysing employee retention and the employee as the embodiment of the service brand, and using customer-level transaction data to model customer attrition and retention."

Master Class 2

Theme: Managing service productivity
 Led by: Professor Fred Phillips, Department of Technology & Society, State University of New York at Stony Brook



"We'll look at some macroeconomic and microeconomic aspects of services, globalisation of services, agency problems in services, and service alliances and how they fit into business ecosystems.
 "In particular I'll bring up my current research on how service providers cooperate in disaster recovery situations. I'll use short examples from government, education, retail, food service, construction, performing arts, real estate, pharma, and defence."

Master Class 3

Theme: Customer management in the 21st century
 Led by: Professor Barak Libai, Arison School of Business, Interdisciplinary Center, Herzliya, Israel



"We will provide insights on the changes we see in the business world because of the move to the management of individual customers.
 "In particular, we will examine how to manage customers by profitability. Issues discussed include customer lifetime value, customer lifecycle, customer retention, why satisfied customers leave, investing in customer acquisition versus retention, and social networks."

Master Class 4

Theme: Boosting productivity in this service industry
 Led by: Professor Lim Yun Fong, Lee Kong Chian School of Business, Singapore Management University



"In the masterclass, we will discuss various ways of managing customer waiting, some new ideas to coordinate flexible employees, the negative impacts of variability on productivity, and the efficiency of a service process in terms of various performance measures.
 "For example, we will compare different queue configurations such as separate queues versus a combined queue, and multiple slow service counters versus a single fast service counter. We will also discuss ways to make customers feel better while they are waiting."

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ISES GLOBAL CONFERENCE ON SERVICE EXCELLENCE 2014

THE FUTURE OF SERVICE

23 & 24 July 2014

SMU
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PRICING DETAILS* **Group discounts available.*

Plenary Sessions	SGD 250
Master Class	SGD 728
Choose from the following:	
<ul style="list-style-type: none"> • Essential Analytics for Service • Managing Service Productivity • Customer Management in the 21st Century • Boosting Productivity in the Service Industry 	
Plenary Sessions & Master Class	SGD 780

To register for the event, please visit ises.smu.edu.sg/igcse2014

ABOUT THE CONFERENCE

The ISES Global Conference on Service Excellence is the premier platform for industry practitioners, government agencies, and thought leaders from across Asia to discuss, debate, and exchange valuable insights.

The conference will identify new service trends, share concerns and experiences in customer satisfaction, anticipate the expectations of customers amidst the evolving technology landscape, assess the impact on businesses, and evaluate skill sets of today's service practitioners.

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