



Service Science

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Call for Papers—Service Science Special Issue: Co-Creating the Customer Service Experience with High Tech and High Touch

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Call for Papers

Service Science Special Issue: Co-Creating the Customer Service Experience with High Tech and High Touch

Coeditors: Mark M. Davis, Bentley University
David Ding, University of Houston

Deadline for Submissions: October 15, 2015

Focus of the Special Issue

In today's highly competitive environment, there is a growing need to provide customers with a truly memorable experience to increase both customer satisfaction and customer loyalty. Customer experience has been operationalized in different ways such as "memorable events" (Pine and Gilmore 1999) or clues that customers can see, smell, taste, hear, or perceive while interacting with service systems (Berry and Carbone 2007). Today, a customer's experience resulting from the interaction with a service provider requires a combination of high tech and high touch, depending on the type of service, and therefore is generally heterogeneous. For instance, an experience at a Disney theme park is largely different from an experience at an Apple or Microsoft store.

This special issue will focus on research that addresses how to enhance the customer service experience. Though many approaches are possible, we expect research in this area will often require a transdisciplinary approach that includes operations, marketing, technology, and human resources, among other disciplines. We seek high-quality manuscripts that contribute to conceptual, empirical, and analytical insights of the customer experience. Topics of interest include but are not limited to the following:

- Frameworks for managing the customer experience
- Models of customer experience
- Customer experience in specific service industries
- Relationships between customer experience and service excellence
- Service provider customer relationship through the service experience
- Factors driving customer experience
- Service innovation with customer experience

Important Dates

Submission deadline: October 15, 2015

Expected publication date: September 2016

All submissions must be made through the *Service Science* submission portal at <http://mc.manuscriptcentral.com/serv>. All manuscripts must follow INFORMS publication requirements and will go through a double-blind peer review.

Additional Information

Questions about this special issue can be addressed to the coeditors:

Mark M. Davis (mdavis@bentley.edu)

David Ding (xding@uh.edu)

References

- Berry LL, Carbone LP (2007) Build loyalty through experience management. *Quality Progress* (September):26–32.
- Pine BJ II, Gilmore JH (1999) Welcome to the experience economy. *Harvard Bus. Rev.* 76(4):97–105.