



Creating customer value through services

It is clear that we are shifting to a service-based economy. This revolution is being fuelled by new technologies and data. Leading firms are harnessing this data, using it to remotely monitor the products they provide and working out ways in which they can enhance the performance of their customers' businesses. While the pathway is clear, the shift to services is challenging. After all, value is in the eye of the beholder, so we have to find ways of understanding what our customers perceive.

Seven reasons to attend this conference:

1. Network with leading global organisations who are making the shift to services.
2. Hear the real stories behind the headlines from leading firms.
3. Be among the first to learn about the Cambridge Service Alliance's 'Customer Value Canvas'.
4. Get practical advice and on how to ensure you customers recognise the value your services provide.
5. Learn tips on changing internal mind-sets so that your staff values services.
6. Hear new thinking about where the world of services is going.
7. Be inspired and refreshed, with new ideas and insights about successfully making the shift to services.

Programme

- 08.45 Registration and refreshments
- 09.15 **Welcome and introduction**
Professor Andy Neely, *Cambridge Service Alliance, University of Cambridge*
- 9.30 **Rolls-Royce – Better services for a changing world**
Tom Palmer, Director of Services, *Rolls-Royce plc*
- 10.30 Refreshments
- 11.00 **ABB - Internet of things, services and people enabling next level services**
Christopher Ganz, Group Service R&D Manager, *ABB*
- 12.00 **Zoetis - Creating value and an enriched customer experience with services in the pharmaceutical animal health industry**
Alejandro Bernal, EVP and Area President Europe, Africa & Middle East, *Zoetis*
- 13.00 Lunch
- 13.45 **Customer value canvas - white paper**
Professor Andy Neely, Dr Florian Urmetzer and Cambridge Service Alliance partners
- 15.00 **Refreshments**
- 15.30 **Discussion sessions**
- 16.30 **Panel session**
With representatives from partner companies
- 17.00 Wrap-up and close

Location

The event will held at the Møller Centre, a purpose-built conference centre on the edge of Cambridge.

The fee is £495 plus VAT which includes refreshments and lunch. For further details and to register for this event, please visit: bit.ly/serviceweek2015 or complete and return the booking form by Fax.

Enquiries: Holly Shaw, ifm-events@eng.cam.ac.uk, +44 (0)1223 748267

The Cambridge Service Alliance

The Alliance is a unique global partnership with industrial members who have an active interest in the shift to services. The industrial members are BAE Systems, Caterpillar Inc., IBM, Pearson and Zoetis. The Alliance also draws on members from across the University of Cambridge, primarily from the Institute for Manufacturing, the Judge Business School and other high quality institutions.



Cambridge Service Week: Creating Value Through Customer Services

Tuesday 6 October 2015, Møller Centre, Cambridge

Please book me a place to attend the conference

Name

Position

Company

Address

Post Code

Telephone

Email for booking confirmation

Booking contact optional

I have the following special dietary/disability requirements:

Course Fee includes refreshments and lunch

£495.00 plus VAT

Accommodation

Monday 5 October £100.00 plus VAT

Tuesday 6 October £100.00 plus VAT

Wednesday 7 October £100.00 plus VAT

Thursday 28 October £100.00 plus VAT

Bookings and Enquiries: Holly Shaw

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Cancellations

Bookings cancelled less than 7 days prior to the event will be charged in full.

Payment options

VAT/ Tax reference number (for companies/organisations registered in EC)

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