



## Big data and other trends at the 2014 Frontiers in Service Research Conference

On June 26th -29th researchers from CTF, together with more than 200 service researchers and business leaders from around the world, gathered in Miami, Florida, to discuss and present the latest trends and research results in customer service and customer experience at the annual Frontiers in Service Conference.

In today's society there is a large amount of data available that businesses and organizations can use to, for example, develop new services. This data gives us new opportunities to improve our customer's experiences, while it raises privacy issues. The question is how we can use it, and cope with the differentness of it, said Bill Franks, Chief Analytics Officer of Teradata, in his talk on "How Big Data Changes Service".

[Read more >](#)

## New Technology for better customer experiences and increased loyalty in retail

Imagine that you are passing by the store window and through a message in your cell phone you are welcomed into the store, and you also get an offer to buy three products for the price of two. Or, you can easily find your way back to your parked car even though you forgot on which level you parked. Small solutions to enhance your shopping experience is made possible by a special technique.

In an ongoing project CTF in collaboration with Stamford have been performing tests on new services based on iBeacon, the new Bluetooth low energy technology launched by Apple launched during 2013. CTF and Stamford have evaluated the technology in consultation with leading players in the retail sector. [Read more >](#)

## Visit at Monterrey Tech and Egade Business School in Mexico

Before the summer break Professor Bo Edvardsson, Assistant Vice-Chancellor of Karlstad University, was invited to Monterrey Tech and EGADE Business School in Mexico to discuss research and collaboration. Read Professor Edvardssons reflections from the visit. [Read more >](#)

## Visit by Professor Stephen Osborne

We had a chat with Professor Stephen Osborne, Chair of International Public Management and Deputy Dean of the Business School at University of Edinburgh, who visited us last week to meet with researchers Johan Quist and Martin Fransson. [Read more >](#)

### Notices

#### NEW ARTICLE!

**Let There be Light! An Initial Exploratory Study of Whether Lighting Influences Consumer Evaluations of Packaged Food Products.** This study investigates how lighting influences consumer evaluations of packaged food products. Journal of Sensory Studies, Volume 29, Issue 4, pages 294-300, August 2014. [Read more >](#)

#### NEW BOOK!

**The Development Of Human Resource Management Across Nations. Unity and Diversity.** This volume contains studies of the historical development of human resource management (HRM) in seventeen different nations. The span of regions is from all over the world and each chapter is written by a national expert, and for Sweden by Patrik Larsson, CTF, and Lena Gonäs, Working Life Science. [Read more >](#)

**We welcome Linda Bergkvist**, Senior Lecturer in Information Systems, to our research group. [Read more >](#)

**Call for abstract!** QUIS14, June 18-21, 2015, Shanghai, China >

**Visiting Ph D Student from Spain** We welcome Ph D Student Pablo Moreno from the Spanish Science and Education Ministry who will be a visiting us until end of December. [Read more >](#)

### Calendar

24th Annual RESER Conference 2014, September 11-13, Helsinki, Finland >

Dissertation. Claes Högström defends his doctoral thesis Fitting in to stand out. Facultyopponent: Professor Thorsten Gruber, Loughborough University, UK, September 23 >

Service Convention Sweden 2014, December 9-10, Karlstad, Sweden >

