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4. Customer expectations, time, waiting, service delivery, appointments	PowerCo	Judy Zolkiewski	Professor of Marketing University of Manchester Alliance Manchester Business School Manchester, UK
		Vicky Story	Professor of Marketing Loughborough University Centre for Service Management Loughborough, UK

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 Wünderlich	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

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