Customer-Induced Orchestration of Services

Seminar aus IOM

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Sommersemester 2017
The Challenge of Service Combination

- The number and importance of (innovative) services grows
- Access to **individual services** is easy (e.g., via apps)
- But: customers expect the **seamless combination of services** from many fields!

- **Generate customer journeys** that consider customer preferences and resources
- Duration of services as well as duration of travel between services can vary
Seminar Questions

- How can we **support the customer** with service orchestration?
- What are the approaches in **different application areas** (e.g. finance, mobility, education, health)?
- How can we **model and optimize** customer journeys for different application areas?
- What about **data protection**?

- 2-block seminar, start: 12-04-2017
- Sign up for the Moodle course
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