

Professur für BWL, insb. Business Analytics

Information and Operations Management

Customer-Induced Orchestration of Services

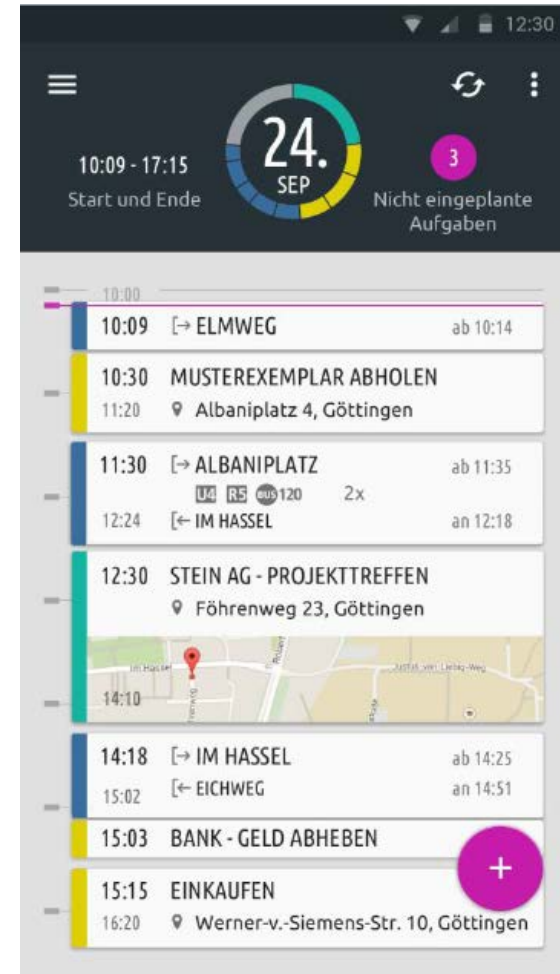
Seminar aus IOM

Prof. Dr. Jan Fabian Ehmke

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**



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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
- ▶ ehmke@europa-uni.de

