

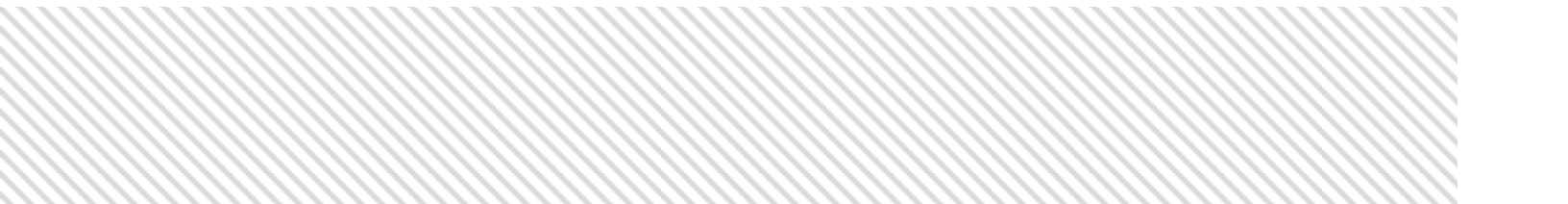
SERVICE DESIGN WEEK

Current Attendee List


November 6-9, 2017 | Boston, MA
www.servicedesignweekusa.com



Purchase Pass [▶](#)



The marketplace is full of misconceptions around service design, experience design and the approaches/tools available to analyze and optimize value exchange. As service design is elevating to a more holistic approach in large enterprises, designers require opportunities to grow technical toolkits and change management skillsets. This conference gathers designers, strategists and CX/UX leaders to address best-in-class methods and tools for holistic experience and service design as well as the evolving skillsets required for the next generation of value exchange. Take a look at the anticipated attendee list to see who you expect to see at [Service Design Week](#).



JUST A FEW OF THE CONFIRMED ATTENDEES



Consultant
Coordinator
Creative Director
Customer Experience Consultant
Customer Experience Leader, Co-Author
Customer Experience Specialist
Customer Experiences Strategy &
Design Director
Customer Service Supervisor
Design Director, Human Factors Engineering
Design Strategist
Developer
Digital Business Consultant
Director
Director - Design Research &
Experience Strategy
Director CX Insights & Strategy
Director of Client Services
Director of Customer Experience,
North America
Director of Customer Operations
Director of Innovation, Customer
Experience & Design
Director Of User Experience Design
Director Of UX
Director, Client Services
Director, Consumer Experience
Director, Continuous Improvement
Director, Creative & Interactive Content
Director, Design Strategy
Director, Digital Planning
Director, Experience Strategy & Design
Director, Global Shared Services
Director, User Experience
Early Career Program Manager
Executive Creative Director
Executive Director, UX & Design Product Design
Experience Designer
Global Customer Experience Strategy Leader
Global Customer Service Leader
Global Head of Customer Experience
Global Service Manager for Premium & Love
Global Service Manager for Social Media
Global Service Manager for Tax, Legal,
& Payments
Head of Experience & Product Design
Innovation Leader and Catalyst
IT Business Analyst
Lead Experience Designer
Leader of Global Delivery Operations
Manager, Experience Innovation Strategy
Manager, Players Affairs
Market & New Research Development
President/CEO
Principal UX Designer
Process Excellence Manager
Product Manager
Product Strategist And Customer Experience
Quality Coaching Manager
Senior Associate, Design Strategy
Senior Digital Content Manager
Senior Director, Players Affairs
Senior Director, Product Design and UX Strategy
Senior Manager Service Design
Senior Manager-Customer Experience & Service
Design Leader
Senior Performance Learning Specialist
Senior Staff, Product Management
Senior Strategic Designer
Service Design Lead
Service Designer
Sr. Business Analyst
Sr. UX Designer
Sr. Designer
SVP Global Customer Service
Training Specialist
UX Design Director
Vice President of Communications,
Policy & Research
Vice President of User Experience and Agile
Coaching
Vice President, Global Head of Design
Vice President, Global Head of Service Design
Vice President, Learning & Development
VP Customer Service
VP Product Design And Engineering
VP Technical Services
VP/ Managing Director

FROM THE FOLLOWING COMPANIES

Comrade
Dun & Bradstreet
FCB Health
Fidelity Investments
Fidelity Labs
frog
General Motors
GreenPath Financial Wellness
Hawaiiusafcu
Intersection-Inc.
Intuit
JDA Software
Kaplan
Kerry Bodine & Co.
lyft
Myplanet
Nationwide
NCARB
NFL Players Association
Nokia Corporation
OnDeck
Practical Service Design
Prudential
PSI
QAI India Ltd
Rauland
Room&Board
SES
Sotheby's
Stratos Innovation Group
TD
The College Board
Tufts University
UnitedHealth Group
University of California, San Diego
Verizon
Visa
Vokal
VSPOne Optics Group

ABOUT SERVICE DESIGN

Service design represents the umbrella discipline for the creation, optimization and execution of experiences with users and customers. It is not limited to exclusively physical or digital interactions, a single product/service, or customer-facing touch points, but is inclusive of the holistic service blueprint, including the frontstage and backstage actors and partners involved in service delivery.



But what about Experience Design?

Experience design is only a piece of service design, represented by the physical or digital touch points in which the customer directly interacts. Service design includes the infrastructure in place to deliver that experience.



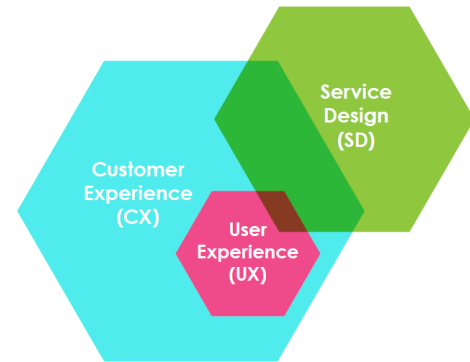
And how does Design Thinking fit into all of this?

Design thinking is simply a human-centered mindset for approaching challenges of all shapes and sizes. Service design is very much rooted in design thinking, bringing creative, human-centered processes to both service improvements and designing new services.



So is Service Design another job of my CX or UX team?

Every organization seems to evolve organically, and more often than not, people doing service design don't have "Service Design" in their title. Ideally, service designers are working much more holistically than your CX or UX team who are more focused on specific, customer-facing touch points.



Join us this fall for a truly comprehensive take on Service Design and how it can reinvent customer experience in your organization.



November 6-9, 2017 | Renaissance Boston Waterfront Hotel, Boston, MA

AGENDA

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