advancing the science of service through successful partnerships

Problem-focused Research
Executive & Professional Development
Corporate Membership
Student Education
The Center for Services Leadership

The CSL is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University. We were created in 1985 as a response to the unique set of challenges that companies faced. While others were focusing on products and manufacturing enterprises, the CSL pioneered the study of services. Today, the Center is a globally recognized authority and thought leader specializing in the science of competing strategically through the profitable use of service and services.

Center Membership

The CSL's member firms are key partners and investors in the Center who take advantage of our offerings at a high level and who are committed to advancing service knowledge. They are companies and organizations with an exceptional reputation as either a service firm or a product/service firm that competes through the strategic use of service. We value diversity in our membership to stimulate a variety of opinions and ideas, so we look for a balance of firms across a broad scope of industries. In discussions with the CSL's leadership, the member company selects one high level executive to join our Board of Advisors. The Board of Advisors’ meetings provide a rare opportunity for our members to learn from executives from other industries who share their commitment to compete through service. Board members find this to be a form of networking and idea generation that is impossible to find from typical industry affiliations.

“\textit{The Center for Services Leadership has the best mix of academic and leading edge research combined with good companies that share common challenges - whether it's growing their service business, learning how to price services, or how to implement services within your organization - the learnings and return from the energy and enthusiasm for service within the CSL is invaluable.}”

Cody Phipps - President and CEO. United Stationers
The Benefits and Rewards of Center Membership

By supporting the CSL's endeavors, board members and their firms secure direct and immediate benefits:

- Cross-industry networking opportunities to learn from other leading firms, executives and professors recognized as leaders in the service arena.
- Priority access to Center solution-focused research engagements for your company.
- Marketing and branding benefit from association with the leading university-based organization on the topic of service and services.
- Involvement in advising and expanding the Center for Services Leadership in new and innovative directions.
- Access to a talent pool of students from ASU's unique W. P. Carey MBA in Strategic Marketing and Services Leadership.

Expected Commitment from the CSL’s Board Members and Member Companies

Members are expected to fulfill the following commitments to the CSL:

- Offer advice and counsel to the Center for Services Leadership.
- Attend our annual Board of Advisors Meeting and/or the annual Compete Through Service Symposium and its meeting for board members.
- Participate in two or more activities involving any of these items: Center research, executive education, student education, new member recruitment, or corporate gifts and sponsorships.
- Commit to participation as a member company for three years at an annual membership fee of $9500. A portion of the annual membership fee to the CSL can be considered a tax-deductible donation.

How Can Your Organization Become Involved with the CSL as a Member Firm?

Membership with the Center for Services Leadership is by invitation. We would be happy to discuss the potential for your organization to become a member firm; contact the Center by email at csl@asu.edu or call 480-965-6274 to discuss membership opportunities.

“If you are interested in the science of service, the Center for Services Leadership is the place that you should go. I cannot think of another place that brings industry and academic service insights together in one setting. In a world where time is extremely limited and very valuable, the ability to participate in the CSL's educational sessions and to learn from others’ experiences is a good return on your investment.”

Kim Gravell - Principal, Gravell Insights, LLC
**Member Firms**

Abbott Laboratories
AeroJet Services
Agile Pursuits Franchising, Inc.
(a Procter and Gamble Company)
Agilent Technologies
Avnet
Banner Health
Blue Cross Blue Shield of Arizona
The Boeing Company
Cardinal Health
Charles Schwab & Co.
Cisco Systems
The Co-operators
Cox Communications
Dell Inc.
DuPont Sustainable Solutions
Edward Jones
FedEx
First Solar
Fujitsu Network Communications
GE
GE Healthcare
GE Power Generation Systems
Genpact
Honeywell Aerospace
IBM Global Services
The INSIGHT Group
Intel Corp
Lutron Electronics
Marriott International, Inc.
Mayo Clinic
McKinsey & Company, Inc.
Michelin USA
National Industries for the Blind
NJVC
NOVO 1 Contact Centers
Oracle
Pearson School Systems
PetSmart
The Real Ratings Groups, LLC
Republic Services
Siemens Industries
Southern California Edison
State Farm Insurance Company
TriWest Healthcare Alliance
United Stationers
USAA
Vocera Communications
VWR International
Westinghouse Electric Co.
Zane’s Cycles

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**What Kinds of Organizations are Members of the CSL?**

Generally, the organization reflects the following profile:

- Holds an exceptional reputation as either a services firm, or a product/manufacturing firm that competes through service.
- The organization, or one of its significant business units, is on a journey of change and improvement, having made a strategic commitment to compete through service.
- The organization has the ability to be involved with the CSL through a tangible commitment to fulfilling their obligation as a CSL member firm.

To see a current list of our Member Firms and our Advisory Board, please visit wpcarey.asu.edu/csl/members.

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**Center Member Firms by Industry Type**

- **Technology**: 22%
- **Retail**: 4%
- **Public Utilities**: 2%
- **Manufacturing**: 6%
- **Healthcare/Medical Supplies & Services**: 10%
- **Finance/Insurance**: 13%
- **Distribution**: 6%
- **Consumer Products/Services**: 5%
- **Aerospace/Engineering**: 4%
- **Consulting**: 7%
- **Travel**: 4%
- **Transportation Services**: 2%
- **Facilities Management**: 6%

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**Advisory Board Member Titles**

- **CEO or President**: 28%
- **Director**: 7%
- **DVP, VP or GM**: 26%
- **EVP**: 31%
- **Vice Chairman**: 2%
- **AVP**: 2%
- **Professor or Chair**: 2%
- **Principal**: 2%

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W. P. Carey School of Business
Arizona State University
P.O. Box 872106
Tempe, AZ 85287-2106
480-965-6201 Phone
480-965-2180 Fax
wpcarey.asu.edu/csl
twitter.com/WPCCSL