9 Service Management, twenty years later…

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When reading this chapter, you will engage with these key concepts:

- Evolution of service management since the late 1990s.
- The multidisciplinary nature of service research.
- Service Management shift towards an experience-based economy.
- Interreationship between customer experience and contemporary service management.
- Research priorities in service management, including resource and capability challenges.
- Customer proactivity for well-being.
- Technology developments and the customer experience.
- Transformation of work and employment paradigms.
- Service Management trends and impacts on service industries.

Introduction

This chapter reflects the author's journey through the service management area, which began under Chris's supervision. It next offers an historical overview of the core disciplinary area. A set of research priorities are then presented, including the impacts of technology on customers and workers, emerging resource and capability constraints driven by cascading global challenges, the rise of well-being as a vital cornerstone for customer and employees and transformations to core service constructs, such as the service-profit chain over the past 20 year are offered. The chapter concludes with final reflections about the importance of service research to global citizens.

Service Management – then and now

By the late 1990s, the service revolution (Albrecht, 1988) was in full swing, with universal acceptance of the importance of service by industry and academics – that services comprise about 80% of the economies in developed countries