



Department of Marketing Management Public Lecture

20 YEARS
— 2005-2025 —
Our Future. Reimagined.

Managing Customer Expectations in Professional Services

Join us for an exclusive public lecture by **Professor Jukka Ojasalo**, a globally esteemed service marketing and management expert. Professional services thrive on expertise, but misaligned customer expectations can lead to dissatisfaction and reputational risks. **Prof Ojasalo** discusses effective strategies for managing customer expectations in service marketing and sales to ensure lasting satisfaction and strong relationships.



SPEAKER: Prof. Ojasalo, Ph.D., is an expert in service management with extensive research on services, customer relationships, and business models. Before his academic career, he worked for several years in the software industry, serving large industrial customers and government organisations. He has published numerous refereed articles on professional services in top-tier journals and authored books on industrial and B2B service marketing. He currently leads a master's programme at Laurea University in Finland and holds academic positions at the University of Johannesburg, the University of Helsinki, and Aalto University in Finland.

WHY ATTEND?

- Learn how to align service delivery with customer expectations
- Discover strategies to enhance service quality and trust
- Engage with a renowned international scholar

DATE: 15 April 2025 | **TIME:** 12:00 – 13:00

VENUE: CBE Dean's Boardroom (A-RING Ground floor) APK

This is a hybrid event.

To attend **in person**, click **HERE**

To attend **online**, click **HERE**

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