



**CALL FOR PAPERS
SPECIAL SESSION ON**

**“Customer experience analysis through in-situ data”
for CODIT’20**

June 29 - July 2, 2020 ▪ Prague, Czech Republic

Session Co-Chairs:

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Session description

This special session deals with the problem of the analysis of customer experience based on grounded situations. Accordingly, to new strategies, companies have to improve their Customer Experience Management. Current practices focus on subjective customer experience. They consider the customer experience as a mental representation and tools present the experience as an abstract phenomenon (with persona, blueprints, routes...). We try to prove that the customer experience is a process that occurs, as a production. It implies to discover and analyze the in situ experience more than create abstract one.

The goal of this session is to collect and present both theoretical and practical research on improving customer experience practices in organizations. This session seeks to bring together researches on tools made for marketing teams. These tools must be based on in-situ data (video, message, photo, voice, etc.) and that should use deep learning techniques.

The topics of interest include, but are not limited to:

- Customer Experience Management and practices
- Experience visualization
- Event visualization
- Customer Experience and Machine Learning Techniques
- Customer Experience and Deep Learning Learning
- Customer Experience and Computer Vision : Object Tracking, Event mining, Video segmentation...
- Customer Experience and Graph Clustering
- Customer Experience and Hypergraph
- Customer Experience and Simplicial Complex
- Experience and mereotopology
- Event and mereotopology

SUBMISSION

Papers must be submitted electronically for peer review through PaperCept by **January 24, 2020:**

<http://controls.papercapt.net/conferences/scripts/start.pl>. In PaperCept, click on the **CoDiT 2020 link** **“Submit a Contribution to CoDiT 2020” and follow the steps.**

IMPORTANT: All papers must be written in English and should describe original work. The length of the paper is limited to a maximum of 6 pages (in the standard IEEE conference double column format).

DEADLINES

January 24, 2020: deadline for paper submission

April 10, 2020: notification of acceptance/reject

May 7, 2020: deadline for final paper and registration