**CALL FOR PAPERS**
**SPECIAL SESSION ON**
**"Big Data and Customer Experience"**
**for CODIT'19**
**April 23-26, 2019 –Paris, France**

**Session Co-Chairs :**
Dr. Eddie Soulier, Université de Technologie de Troyes, *France*
Gilles Beaudon, Université de Technologie de Troyes, *France*

**Session description**
This special session deals with the problem of reducing issues occurring during Customer Experience Management practices. Accordingly to new strategies, companies have to improve their Customer Experience Management. They realized collaborative workshops to design Customer Experience.During those workshop, executives use static (blueprinting) and quantitative tools (customer journey). Those toolsare insufficient to define the real experience of a customer.

The goal is to expose possible techniques to reduce Customer Experience issues with the use of a new paradigm, Big Data techniques, Machine Learning techniques, Graph Database or Visualization Techniques.

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

- Customer Experience Visualization
- Customer Experience and Big Data Techniques
- Customer Experience and Machine Learning Techniques
- Customer Experience and Unsupervised and Supervised Learning
- Customer Experience and Hierarchical learning models
- Customer Experience and Relational learning models
- Customer Experience and Graph Techniques
- Customer Experience and Simplicial Graph

**SUBMISSION**
Papers must be submitted electronically for peer review through PaperCept by **January 10, 2019:** http://controls.papercept.net/conferences/scripts/start.pl. In PaperCept, click on the **CoDIT 2019 link "Submit a Contribution to CoDIT'19" and follow the steps.**
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 10, 2019: deadline for paper submission
February 10, 2019: notification of acceptance/reject
February 28, 2019: deadline for final paper and registration.