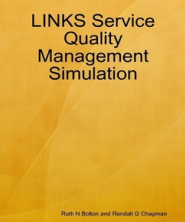



# Course Roadmap:

## Customer Relationship Management



	 <b>LINKS Service Quality Management Simulation</b>	 <b>LINKS Services Marketing Simulation</b>
Simulation Size	"Small"	"Medium"
Simulation Role Within the Course	"Modest" team-based course "project."	"Mid"-sized team-based, competitive simulation experience as part of a larger set of course activities.
Target Courses	Customer Relationship Management <b>and</b> Introductory Services Management, Introductory Marketing, and Introductory Operations Management	Customer Relationship Management <b>and</b> Services Marketing and Introductory Marketing
Typical Rounds	4	6
Time Per Round (hours)	1.5 hours	2 to 2.5 hours
Typical Industry Size and Composition	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries accommodate larger classes.	
Typical Instructor-Optional Mid-Event Enhancements		Activating service 3 (and possibly service 4) and region 4.
Typical Teaching Plan {team meetings are normally outside of class time, in the traditional style of "case study" preparation}	<ul style="list-style-type: none"> <li>• 30-minute in-class introduction (after students read the participant's manual)</li> <li>• Four simulation rounds scheduled over 2-3 weeks.</li> <li>• Post-event team-based report (written reports <b>or</b> in-class presentations); 30-minute in-class debriefing.</li> </ul>	<ul style="list-style-type: none"> <li>• Simulation rounds scheduled about weekly.</li> <li>• Mid-event private instructor review meeting with each team.</li> <li>• Mid-event team-based SWOT analysis or business review memo.</li> </ul>
Student Assessment {for the LINKS simulation part of the course}	<ul style="list-style-type: none"> <li>• Minority of Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer-facing key performance indicators.</li> <li>• Majority of Grade: Team-based mid-event written report <b>or</b> one-page team memos (due before the 2<sup>nd</sup> round and through to the next-to-last simulation round) ... <b>and</b> ... final report <b>or</b> in-class presentation.</li> <li>• Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page "advice-to-my-successor" memo.</li> </ul>	
Cost Per Student	\$25	\$35



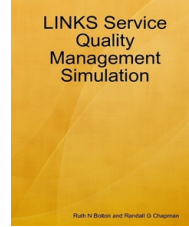
In academic degree-granting programs, \$25 and \$35 per student simulations include a maximum of 4 and 6 rounds, respectively. Extra rounds cost \$3 per student per extra round.



Current and potential LINKS instructors are invited to contact Randall G Chapman PhD, the LINKS author ([LINKS@LINKS-simulations.com](mailto:LINKS@LINKS-simulations.com)), to discuss the LINKS simulation variant that would be most appropriate for their instructional application.

# LINKS Simulations

## *Customer Relationship Management*



**LINKS Service Quality Management Simulation**



**LINKS Services Marketing Simulation**

<b>Service Design Decisions</b>		
Service Configuration		✓
<b>Service Operations Decisions</b>		
CSR Salary	✓	✓
CSR Hiring/Firing	✓	✓
CSR Experienced Hiring	✓	
CSR Transfers Across Regions	✓	
CSR Maximum Capacity Limit	✓	✓
CSR Time Allocation To Services	✓	✓
<b>Marketing Decisions</b>		
Price	✓	✓
Marketing Spending	✓	✓
Marketing Mix Allocation		✓
Marketing Positioning		✓
<b>Forecasting Decisions</b>		
Short-Term Forecasts	✓	✓
<b>Information Technology Decisions</b>		
Billing System Technology		✓
Industry-Wide CSR Satisfaction Survey		✓
Internal CSR Satisfaction Survey		✓
Internet-Delivered Ancillary Service		✓
Telecommunications Systems Support		✓
<b>Other Decisions</b>		
Firm Name	✓	✓
<b>Research Studies Decisions</b>		
# of Research Studies	10	19

For the LINKS Services Marketing Simulation, optional research studies that might be included in an instructor's LINKS event in a customer relationship management course:

- Research Study #35: Market Structure Analysis
- Research Study #36: Market Database
- Research Study #37: Custom Conjoint Analysis