
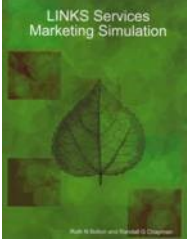
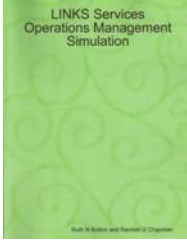
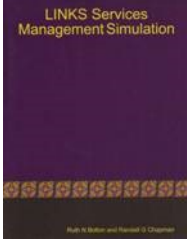






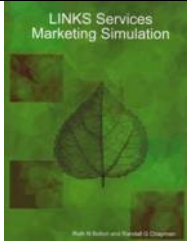
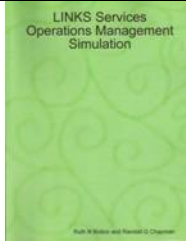
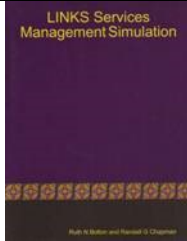
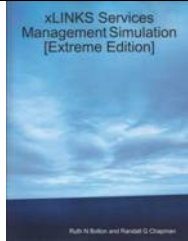
**Which LINKS?  
Services**

	 <b>LINKS Service Quality Management Simulation</b>	 <b>LINKS Services Marketing Simulation</b>	 <b>LINKS Services Operations Management Simulation</b>	 <b>LINKS Services Management Simulation</b>	 <b>xLINKS Services Management Simulation [Extreme Edition]</b>
Learning Emphases	<ul style="list-style-type: none"> <li>- Developing and executing a value-creating strategy for customers</li> <li>- Matching demand and capacity in a competitive environment</li> <li>- Managing service quality and technology</li> <li>- Managing service personnel (staffing, deployment, and compensation)</li> </ul>		<ul style="list-style-type: none"> <li>- Interpreting business performance metrics</li> <li>- Enhancing and encouraging fact-based analysis and decision making</li> <li>- Experiencing competitive dynamics in an evolving marketplace</li> <li>- Profitable business management</li> </ul>		
Simulation Size	“Small”	“Medium”	“Medium”	“Large”	“Extreme”
Target Courses	Introductory Services Management, Marketing, and Operations Management	Services Marketing and Introductory Marketing	Services Operations Management Electives and Introductory Operations Management	Services Management, Services Operations Management, and Services Marketing Electives	Services Management and Integrative Business Strategy Courses Built Around the Simulation Experience
Typical Rounds	4	6	6	8-9	10-12
Time Per Round	1.5 hours	2 to 3 hours	2 to 3 hours	3 to 4 hours	3-5 hours
Typical Industry Size	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent industries accommodate larger classes.				
Cost Per Student	\$27	\$38	\$38	\$49	\$60

 In academic degree-granting programs, \$27, \$38, \$49, and \$60 per student simulations include a maximum of 4, 6, 9, and 12 rounds, respectively. Extra rounds cost \$4 per student per round.

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

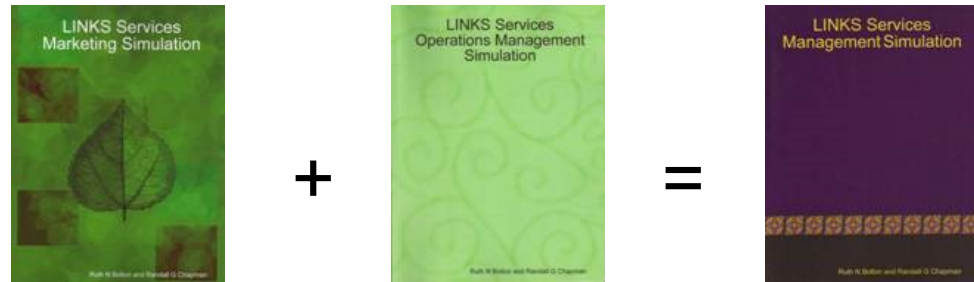
# LINKS Services Simulations

				
<b>LINKS Service Quality Management Simulation</b>	<b>LINKS Services Marketing Simulation</b>	<b>LINKS Services Operations Management Simulation</b>	<b>LINKS Services Management Simulation</b>	<b>xLINKS Services Management Simulation [Extreme Edition]*</b>

<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		✓		✓	✓
Credit Financing					✓
<b>Forecasting Decisions</b>					
Short-Term Forecasts	✓	✓	✓	✓	✓
Long-Term Forecasts					✓
<b>Information Technology Decisions</b>					
Billing System Technology		✓	✓	✓	✓
Industry-Wide CSR Satisfaction Survey		✓	✓	✓	✓
Internal CSR Satisfaction Survey		✓	✓	✓	✓
Internet-Delivered Ancillary Service		✓	✓	✓	✓
Telecomm Systems Support		✓	✓	✓	✓
<b>Other Decisions</b>					
Firm Name	✓	✓	✓	✓	✓
Supplemental Dividends					✓
Loans (2-Quarter and 4-Quarter)					✓
<b>Research Studies</b>					
# of Research Studies	10	19	15	24	24

\*The xLINKS Services Management Simulation [Extreme Edition] includes substantial 4<sup>th</sup>-quarter demand seasonality in the Household support services sub-category. There is no seasonality in the other LINKS services simulations.

The LINKS Services Marketing Simulation and the LINKS Services Operations Management Simulation combine to form the full LINKS Services Management Simulation. The services marketing and services operations management simulations are subsets of the services management simulation.



4<sup>th</sup>-quarter seasonal peak in Household support services sub-category sales (vs. “no known seasonality” in other LINKS services simulations).

Credit financing decisions (a service- and region-specific marketing decision).

Long-term sales volume forecasting for each service.

+ Financial engineering decisions (supplemental dividends; 2-quarter loans and 4-quarter loans).

Instructor-options added to the LINKS event mid-stream:

- Additional service design element (“upgrades”)
- Additional services (maximum of 5)
- Additional regions (maximum of 6)
- Marketing spending constraint.
- Research study additions (market structure analysis, market database, and custom conjoint analysis).

