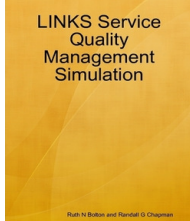


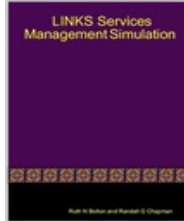
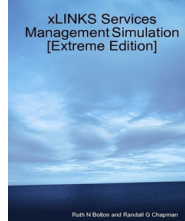






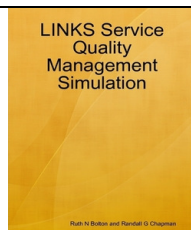
Which LINKS? Services

	 LINKS Service Quality Management Simulation	 LINKS Services Marketing Simulation	 LINKS Services Operations Management Simulation	 LINKS Services Management Simulation	 xLINKS Services Management Simulation [Extreme Edition]
Learning Emphases	<ul style="list-style-type: none"> - Developing and executing a value-creating strategy for customers - Matching demand and capacity in a competitive environment - Managing service quality and technology - Managing service personnel (staffing, deployment, and compensation) 		<ul style="list-style-type: none"> - Interpreting business performance metrics - Enhancing and encouraging fact-based analysis and decision making - Experiencing competitive dynamics in an evolving marketplace - Profitable business management 		
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 (hours)	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.				
Cost Per Student	Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent industries accommodate larger classes.				
Cost Per Student	\$25	\$35	\$35	\$45	\$60

 In academic degree-granting programs, \$25, \$35, \$45, and \$60 per student simulations include a maximum of 4, 6, 9, and 12 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 (Chapman@LINKS-simulations.com), to discuss the LINKS simulation variant that may be most appropriate for their instructional application.

LINKS Services Simulations



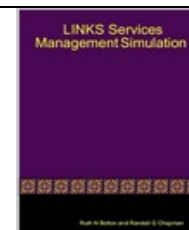
LINKS Service Quality Management Simulation



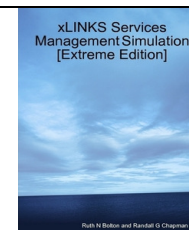
LINKS Services Marketing Simulation



LINKS Services Operations Management Simulation



LINKS Services Management Simulation

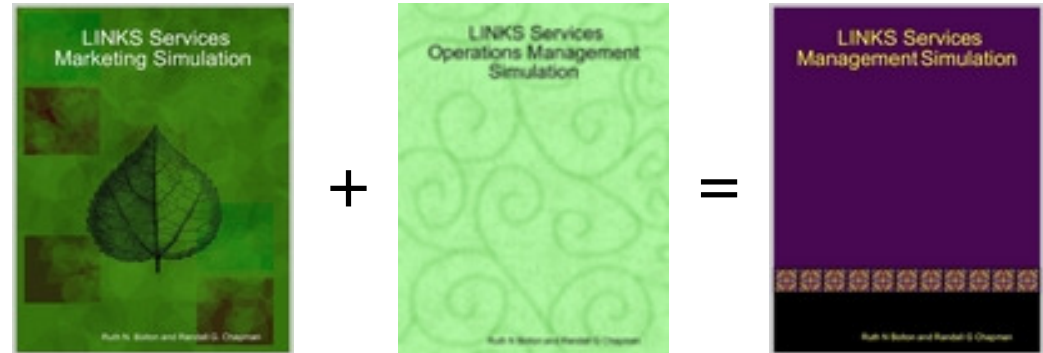


xLINKS Services Management Simulation [Extreme Edition]*

Service Design Decisions					
Service Configuration		✓	✓	✓	✓
Service Operations Decisions					
CSR Salary	✓	✓	✓	✓	✓
CSR Hiring/Firing	✓	✓	✓	✓	✓
CSR Experienced Hiring	✓		✓	✓	✓
CSR Transfers Across Regions	✓		✓	✓	✓
CSR Maximum Capacity Limit	✓	✓	✓	✓	✓
CSR Time Allocation To Services	✓	✓	✓	✓	✓
Marketing Decisions					
Price	✓	✓	✓	✓	✓
Marketing Spending	✓	✓	✓	✓	✓
Marketing Mix Allocation		✓		✓	✓
Marketing Positioning		✓		✓	✓
Credit Financing					✓
Forecasting Decisions					
Short-Term Forecasts	✓	✓	✓	✓	✓
Long-Term Forecasts					✓
Information Technology Decisions					
Billing System Technology		✓	✓	✓	✓
Industry-Wide CSR Satisfaction Survey		✓	✓	✓	✓
Internal CSR Satisfaction Survey		✓	✓	✓	✓
Internet-Delivered Ancillary Service		✓	✓	✓	✓
Telecommunications Systems Support		✓	✓	✓	✓
Other Decisions					
Firm Name	✓	✓	✓	✓	✓
Supplemental Dividends					✓
Loans (2-Quarter and 4-Quarter)					✓
Research Studies Decisions					
# of Research Studies	10	19	15	24	24

*xLINKS Services Management Simulation [Extreme Edition] includes substantial 4th-quarter seasonality in demand for 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.



4th-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).

