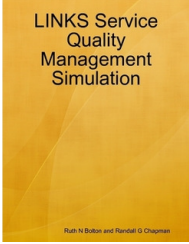


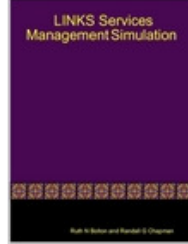




Which LINKS? Services

	 LINKS Service Quality Management Simulation	 LINKS Services Marketing Simulation	 LINKS Services Operations Management Simulation	 LINKS Services Management Simulation
Learning Emphases	<ul style="list-style-type: none"> - Developing and executing a value-creating strategy for customers - Matching demand and supply (capacity) in a competitive environment - Managing service quality and technology - Managing service personnel (staffing, deployment, and compensation) - Interpreting business performance metrics - Enhancing and encouraging fact-based analysis and decision making - Experiencing competitive dynamics in an evolving marketplace 			
Simulation Size	“Small”	“Medium”	“Medium”	“Large”
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
Typical Rounds	4	6	6	8-9
Time Per Round (hours)	1.5 hours	2 to 3 hours	2 to 3 hours	3 to 4 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 LINKS industries are used for larger-sized classes.			
Cost Per Student	\$20	\$30	\$30	\$45



In academic degree-granting programs, \$20, \$30, and \$45 per student simulations include a maximum of 4, 6, and 9 rounds, respectively. Extra rounds cost \$3 per student per extra round.



Separate pricing exists for corporate education training programs and for university-based open-enrollment executive education programs.



Current and potential LINKS instructors are invited to contact Randy Chapman, 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

 <p>LINKS Service Quality Management Simulation</p>	 <p>LINKS Services Marketing Simulation</p>	 <p>LINKS Services Operations Management Simulation</p>	 <p>LINKS Services Management Simulation</p>
LINKS Service Quality Management Simulation	LINKS Services Marketing Simulation	LINKS Services Operations Management Simulation	LINKS Services Management Simulation

Service Design Decisions				
- Service Configuration		✓	✓	✓
Service Operations Decisions				
- CSR Salary	✓	✓	✓	✓
- CSR Hiring/Firing	✓	✓	✓	✓
- CSR Experience Hiring	✓		✓	✓
- CSR Transfers Across Regions	✓		✓	✓
- CSR Maximum Capacity Limit	✓	✓	✓	✓
- CSR Time Allocation To Services	✓		✓	✓
Marketing Decisions				
- Price	✓	✓	✓	✓
- Marketing Spending	✓	✓	✓	✓
- Marketing Mix Allocation		✓		✓
- Marketing Positioning		✓		✓
Forecasting Decisions				
- Short-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	✓	✓	✓	✓
Research Studies Decisions				
- # of Research Studies	10	19	15	24



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.



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