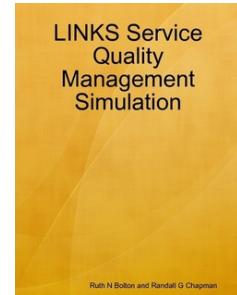


# LINKS Service Quality Management Simulation

*"I hear and I forget; I see and I remember; I do and I understand." - Confucius*

The LINKS Service Quality Management Simulation is a competitive, team-based management simulation. LINKS firms market and deliver “support services” (e.g., computing/IT support, financial management, health care, or maintenance services) to households (consumers) and major accounts (businesses) in multiple market regions.



Each of the recommended four simulation rounds is approximately equivalent to a smaller Harvard-style case study in terms of analysis, individual preparation, team meeting and discussion, and student-time requirements. Estimated participant working time is 1.5 hours per simulation round.

LINKS industries may have as many as eight teams (four to six firms per industry are typical), with simultaneous parallel industries accommodating larger class sizes. Within-simulation performance is evaluated with a balanced scorecard of financial, operational, and customer-facing metrics.

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| LINKS engages participants in all of the challenges of service quality management: | <b>Human Resources:</b> hiring, firing, retaining, deploying, and compensating service personnel          |
| <b>Marketing:</b> segmentation, targeting, market selection, portfolio management  | <b>Service Operations:</b> capacity management, service quality management, productivity, and forecasting |

A range of research study resources are available to LINKS firms, including service quality metrics, employee and customer satisfaction surveys, and competitive benchmarking studies.

LINKS firms are challenged to effectively integrate business processes to create value for customers and shareholders. LINKS highlights the interrelationships among marketing activities, organizational capabilities, and service operations (human resource management and service capacity management), while enhancing and challenging participants’ management, analysis, planning, and strategy skills. Management teams also encounter challenges and opportunities arising in organizational and group settings.

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| Learning Emphases         | <ul style="list-style-type: none"> <li>• Developing and executing a value-creating strategy for customers</li> <li>• Matching demand and supply (capacity) in a competitive environment</li> <li>• Managing service quality</li> <li>• Managing service personnel (staffing, deployment, and compensation)</li> <li>• Interpreting business performance metrics (e.g., employee job satisfaction and customer satisfaction survey data)</li> <li>• Enhancing and encouraging fact-based analysis and decision making</li> <li>• Experiencing competitive dynamics in an evolving marketplace</li> </ul> |
| Target Courses            | The LINKS Service Quality Management Simulation is targeted at services management, introductory marketing, and introductory operations management courses in undergraduate, MBA, and EMBA academic degree-granting programs and for executive education programs where a small team-based competitive simulation experience is desired as part of a larger set of course activities.   |
| Simulation Administration | Chapman and Associates provides web-based remote administration of LINKS. There’s no software to download/install. Participants use their favorite web browser to access the LINKS Simulation Database to input decisions and retrieve results (a Word doc file) after simulation rounds.   |
| Instructor Support        | Ruth Bolton and Randy Chapman (Chapman@LINKS-simulations.com), the LINKS authors, support instructors throughout LINKS events, including pre-course counseling and course design.   |

LINKS resources, including the participant’s manual and extensive instructor resources, are conveniently accessible via the LINKS website (<http://www.LINKS-simulations.com>).