Chapter Outline

# Chapter 12: Demand Management and Customer Service

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Operations Profile: Demand Management Is Fueling Sales Success at Levi-Strauss

 Demand Management

 Factors That Affect Demand Management

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 Demand Forecasting

Consider This 12.1: Strong Demand Spells Shortages for Subaru of America

 Proactively Managing Demand

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 Customer Service and Demand Management

 The Role of Customer Service in Supply Chains

 Customer Service Management

Consider This 12.2: Transforming Customer Service Management

Operations Management: Lessons Learned: Trapped on an Airplane

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 Case Study 12.2: Predicting the Future Demand for Rural Health Care

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