Chapter Outline

# Chapter 12: Demand Management and Customer Service

***See pages: 416-434.***

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

Demand Management

Factors That Affect Demand Management

Demand Planning

Demand Forecasting

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

Proactively Managing Demand

Global Demand Management

Services Demand Management

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

Ethical and Sustainability Issues

Chapter Summary

Key Terms

Discussion and Review Questions

Problems

Case Study 12.1: McDonald’s Reinvents Itself, Again

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

Video Case

Critical Thinking Exercises