Class Activities

# Chapter 12: Demand Management and Customer Service

**Activity 1: Activity for Small Groups**

Learning objective: Explain the importance of demand management for organizations and identify the factors that affect it.

Have students find two other classmates to form a group. Assign each group one of the three types of demand planning decisions: long-term, intermediate-term, and short-term. Deliberate among each other in the group the definition and importance of the assigned demand planning decisions. Illustrate the decision with examples. Present the work to the rest of the class.

**Activity 2: Individual Exercise**

Learning objective: Propose and apply the four supply chain dimensions of customer service

Have students relate to an incidence of poor customer service that affected them. Describe the incidence and its impact. Refer to the four supply chain dimensions of customer service. Discuss to what extent the four dimensions perspective helps companies improve the level of customer satisfaction. Be prepared to share the discussion with the rest of the class.

**Activity 3: Individual Exercise**

Learning objective: Discuss the sustainability and ethical issues in customer service

Have students reflect on a recent purchasing decision. Describe the process of making the specific purchase decision. Explain whether or not the purchase decision was influenced by the company’s sustainability and ethical business practices. Be prepared to share the work with the rest of the class.