

Liverpool John Moores University

Title: CUSTOMER SERVICE AND THE SUPPLY-CHAIN

Status: Definitive

Code: **6502TECYPC** (115868)

Version Start Date: 01-08-2016

Owning School/Faculty: Electronics and Electrical Engineering

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Paul Otterson	Y

Academic Level: FHEQ6 **Credit Value:** 12 **Total Delivered Hours:** 38

Total Learning Hours: 120 **Private Study:** 82

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Tutorial	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	70	2
Report	AS2	Report covering customer service relationships and analysis of business processes	30	

Aims

To convey the importance of the integration of customer service objectives with other elements of supply chain management, in the context of expected future business trends, including the development of e-business.

To show how this can be achieved in practice.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the nature of the business landscape and the expected future trends including outsourcing, supply chain management, and e-business.
- 2 Discuss the concept of customer service in relation to holistic business activity, through a consideration of customer expectations and how these are addressed.
- 3 Provide a reasoned view of the internal business conflicts that impact upon the customer service equation and the commercial trade off areas which must be explored.
- 4 Analyse the factors which determine relative customer value assessment and demonstrate an understanding of customer management.
- 5 Discuss the supply chain concept from the perspective of customer service.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	3	4	5
Report	2	3	4		

Outline Syllabus

Introduction and background

- *Business environment post 2000*
- *Significant STEP factors & projections*

Definitions and Scope of customer service

- *Customer service measures; some examples and their significance*
- *Establishing customer expectation*
- *The development of Logistics*
- *Logistics interfaces, particularly with marketing and manufacturing*
- *The logistical system*

Commercial trade-offs

- *Role of inventory. Manufacturing costs. Procurement costs.*

Logistics costs

- *The logistics pipeline and cost profile determination*
- *The ETO-MTO-MTS spectrum and shifting positions.*
- *Establishing the cost of customer service*

Customer value assessment

- *Product costing, pricing & profitability. Direct Product Profitability*
- *Customer profitability measurement. True service cost measurement*
- *Sectoring & engineering the customer base*
- *Managing the customers.*

Organisational implications

- *Traditional organisations key performance indicators and non-focus on the customer*
- *Re-engineering the business for enhanced customer focus*
- *Control systems and organisation definition.*
- *Human resource factors. Training for customer focus*

E-commerce & supply chain considerations

- *e-commerce and e-business; overview of developments; the 4 Stage e-commerce model*
- *Business forecasting; Responsiveness and flexibility*
- *Distribution channels, outsourcing*
- *Planning and control systems; electronic interfaces*
- *Customer-Supplier partnerships; current thinking, benefits and pitfalls*

Learning Activities

Lectures and tutorials.

Notes

This module is designed as an option on all Technology Management programmes. The concepts discussed are applicable to a very wide range of business and industry sectors, including both manufacturing and service-based organisations