Order Fulfillment and Customer Service: Principles and Strategies for Planning, Organizing, and Managing Fulfillment and Service Operations

Book Title: Order Fulfillment and Customer Service: Principles and Strategies for Planning, Organizing, and Managing Fulfillment and Service Operations

Description:
This course brings together authoritative knowledge about all facets of order fulfillment and customer service process management throughout the supply chain. This course also addresses planning, organizing, controlling, and coordinating order fulfillment and service operations activities from initial customer inquiry all the way through post sales service. Students will gain a deep understanding of these crucial processes, which may be the only direct contacts some organizations have with their customers, and can make or break organizational reputations.

Outcomes:
- Describe basic concepts of order fulfillment and customer service, and their essential roles in meeting customer expectations
- Explain key elements and processes in order fulfillment and customer service, and interactions amongst them
- Explain principles and strategies for establishing efficient, effective, and sustainable order fulfillment and customer service processes
- Describe the critical role of technology in managing order fulfillment and customer service processes
- Describe requirements and challenges of global order fulfillment and customer service processes
- Describe best practices for assessing the performance of order fulfillment and customer service processes using standard metrics and frameworks