

Services Simulation

Overview

Services is an interactive, competitive, computer-based business simulation designed to illustrate the process of navigating a company through a changing, technology-driven service-based industry. Services simulates the management of processes, capabilities, and customers.

Target Audience

The Services simulation is intended for people who wish to understand how customers impact the company. The simulation is designed specifically for participants who wish to improve or refresh their business acumen in the areas of strategy, finance, and marketing.

Learning Objectives

This flexible learning tool can be used to address, assess, or reinforce capabilities which will empower participants to:

1. Show how a properly aligned corporate strategy creates value
 - Identify and implement a competitive strategy
 - Understand how each decision and policy of a company has multiple impacts, which affects the company's ability to fulfill its strategy
 - Manage the often conflicting needs between customers and shareholders
 - Adjust tactical implementation in response to competitors' actions
2. Understand how tactical decisions and policies impact a company's profitability
 - Witness how functional decisions influence financial statements
 - Realize the trade-offs of short-term reactionary spending vs. long-term investment
 - Identify competitors' strategies via analysis of financial statements
3. Manage customer segments more effectively
 - Understand varying customer preferences by service line
 - Identify the growth methods used to manage customers – new customer acquisition, increased usage, and customer retention
 - Understand how to satisfy customers in changing market sectors
 - Analyze the financial risks and strategic benefits associated with a major, single-source bid

Learning Tools

- Instructor presentation and large group discussions
- Case study analysis and structured exercises
- Action planning
- Small group exercises
- Computer simulation and debrief

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

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- Sony
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