



The Definitive Guide to Order Fulfillment and Customer Service: Principles and Strategies for Planning, Organizing, and Managing Fulfillment and ... of Supply Chain Management Professionals)

By CSCMP, Stanley E. Fawcett, Amydee M. Fawcett

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This is the most authoritative and complete guide to planning, implementing, measuring, and optimizing world-class supply chain order fulfillment and customer service processes. Straight from the Council of Supply Chain Management Professionals (CSCMP), it brings together up-to-the-minute knowledge and best practices for all facets of order fulfillment and customer service process management, from initial customer inquiry through post sales service and support. CSCMP and contributor Stanley Fawcett introduce crucial concepts ranging from customer order cycles to available-to-promise and supply chain RFID to global order capture networks.

The Definitive Guide to Order Fulfillment and Customer Service imparts a deep understanding of each crucial process, helping readers optimize your most important customer contacts. Coverage includes:

- Basic concepts of order fulfillment and customer service, and their essential roles in meeting customer expectations
- Key elements and processes in order fulfillment and customer service, and interactions amongst them
- Principles and strategies for establishing efficient, effective, and sustainable order fulfillment and customer service processes
- The critical role of technology in managing order fulfillment and customer service processes
- Requirements and challenges of global order fulfillment and customer service processes
- Best practices for assessing the performance of order fulfillment and customer

service processes using standard metrics and frameworks

For all supply chain and operations managers, students, and other business professionals and decision-makers who are concerned with order fulfillment or customer service.

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- Sales Rank: #544382 in Books
- Published on: 2014-02-06
- Original language: English
- Number of items: 1
- Dimensions: 9.44" h x .70" w x 7.19" l, 1.05 pounds

- Binding: Hardcover
- 224 pages

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Editorial Review

From the Back Cover

Plan, Implement, Measure, and Optimize World-Class Fulfillment and Service Operations

- Supports all learning objectives of the Order Fulfillment and Customer Service module (Learning Block 8) of CSCMP SCPro Level One certification
- Covers concepts, principles, terminology, elements, processes, strategies, technologies, linkages to other business functions, metrics, and more
- From the field's leading practitioners and researchers: the Council of Supply Chain Management Professionals (CSCMP)

Fulfillment and customer service are where business reputations and relationships are instantly won and lost. *The Definitive Guide to Order Fulfillment and Customer Service* is the most authoritative, complete, best-practice guide to excelling in these crucial supply chain processes.

Whether you're a practitioner or a student, the authors help you thoroughly understand all facets of modern fulfillment and customer service. They help you clarify how your customer envisions value, so you can deliver on the metrics that matter most to them. Then, starting from this customer-centric foundation, they guide you through optimizing key processes, designing better strategies, configuring more effective fulfillment networks, leveraging new technology, and using metrics to improve.

Throughout, key ideas are supported by examples, charts, graphs, summaries, references, and more: everything you need to master the concepts and apply them in your own career.

The Council of Supply Chain Management Professionals (CSCMP) is the preeminent worldwide professional association dedicated to the advancement and dissemination of research and knowledge on supply chain management. With nearly 10,000 members representing nearly all industry sectors, government, and academia from 67 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

About the Author

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Stanley E. Fawcett is the John B. Goddard Endowed Chair in Global Supply Chain Management at Weber State University. Stan taught at Michigan State University and Brigham Young University before joining Weber State. Stan is an innovative, award-winning teacher who has taught academic and executive programs

in Asia, Europe, and North and South America. He has published more than 130 articles and six books on supply chain topics. His research has recently appeared in the following leading journals: *Decision Sciences Journal*, *Journal of Business Logistics*, *Journal of Finance*, *Journal of Small Business Management*, and *Journal of Supply Chain Management*. Stan is the coeditor-in-chief of the *Journal of Business Logistics*. Stan's two core philosophies are mentoring and collaboration. His greatest satisfaction as an academic comes from helping colleagues and students achieve higher levels of personal and professional success.

Amydee M. Fawcett, PhD, is Assistant Professor of SCM in the John B. Goddard School of Business and Economics at Weber State University. Dr. Fawcett's research explores the dynamics of effective collaboration in a variety of settings, including collaborative planning, forecasting, and replenishment (CPFR) and humanitarian assistance and disaster relief (HADR). She has coauthored ten articles, including two best papers: the E. Grosvenor Plowman Best Paper Award from CSCMP Educator's Conference and the Hal E. Fearon Best Paper Award from *Journal of Supply Chain Management*. Her teaching focuses on supply chain relational dynamics.

Users Review

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Michael Vu:

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Krystal Harris:

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