

## CHAPTER 2: LMD Logistics Operations and Impact

### UNIT 5: Environmental and social impacts of LMD logistics

#### Capsule 2.5.5

#### Customers' expectations and requests

To be done prior to this capsule:

1.1.1, 1.2.1, 1.2.4

Capsule linked with:

2.2.2, 2.3.2

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# Objectives of the Capsule

The objective of the capsule is to propose an organization of an (online) workshop with a professional(s) from a company for students to learn and discuss changing requirements and expectations of customers in the field of LMD. Interactivity of the workshop can be built on the fact that the students themselves most probably have the experience of being customers.

Category	A proposal for conference	EQF		
		4	5	6
		X	X	X

Exercises included	YES
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Effort for the capsule	Content 40 Min.	Exercises 20 Min.	Extra material 0 Min.
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# Contents

1. Introduction of the professional(s)
2. Overview of the most significant trends and changes
3. Overview of measures/technologies/strategies
4. Most important problems / challenges
5. Discussion

## Instructions - preparation

In order to organize the workshop, a small group of experts will be invited to participate in a session together with the students.

To be decided (by the teacher):

- **Online or Physical meeting:** Advantage of an online session is that experts from companies may be more willing to participate as it is less time-consuming and more flexible arrangement. On the other hand, a physical meeting offers more authentic atmosphere, where students may be more encouraged to ask questions and interact spontaneously with the experts.
- **A panel of available experts (approx. 2-6):** Experts preferably from companies or professional associations will be identified who deal regularly with customers' expectations and requests – e.g. customer service managers, marketing managers, but also CEOs or owners of the companies who set company strategies based on customer demands.

# Instructions - preparation

## **Suggestions for the selection of experts**

Two possible processes may apply: (1) either a concrete expert is identified and directly approached, or (2) the institution is approached with a request to recommend their expert for the given task.

Examples of experts/institutions that may be approached:

- Private companies – logistic operators (postal services, delivery services) – B2C as well as B2B
- Professional associations (e.g. associations of logistic operators)
- Market analysts and consultants in the field of logistics
- Customer care specialists in the field of logistics

## Instructions - preparation

It is advisable that the experts get a short information in advance that contains mainly the following:

- the topic of the workshop and its purpose within the course
- what is expected from them (based on the workshop programme that is provided further)
- basic characteristics of the student group (age, specialization, general level of knowledge in logistics)

# Instructions – programme of the workshop

## 1. Introduction

- a) Introduction of the professional(s) – their role and experience within the LMD sector (incl. short introduction of their company)
- b) Experts give an overview of the most significant trends and changes in the expectations and requests of customers, according to their experience
- c) Experts give an overview of measures/technologies/strategies that companies adopt to respond to the expectations and requests
- d) Experts present the most important problems / challenges encountered by dealing with the trends





# Instructions – programme of the workshop

## 2. Interaction and discussion

- a) Students share their own observations as customers of delivery services
- b) Students ask questions, give suggestions and discuss their ideas with the professionals
- c) Students probably have most experience as customers of B2C services. That is why it is recommended to specifically encourage also a discussion about the B2B area with experts.



# Exercises

An exercise may be integrated into the workshop.

For example:

1. At the beginning, students may be asked to shortly note down their own negative experience when their expectation was not met by a delivery service. Or they may think something up if they don't have this experience.
2. During the workshop they would be asked to note down what would they do with the problem if they would be the responsible manager of the given company.
3. At the end students share their ideas and feedback from experts is given.

