

Instructions for using the online version of the customer valuation game, RmSim, in the class room

Instructor:

1. Create account (<http://www.bizsimz.com/rmsim/rmsiminfo.html>). Account access info will be automatically emailed to you after registering. Log in at http://www.bizsimz.com/rmsim/rm_sim_admin.html.
2. Create a simulation by entering a simulation name and password and click “add new”. This generates a sim ID. This ID and the password has to be given to the students. For the one-price and dynamic games, choose products as 1. If you want to play the segmented game, choose 2 products (you have to create different simulations for the segmented game type and the one-price/dynamic game types)
3. Go to “Game Setup”. Create the game with the capacity. Best not to show prices, at least initially, as it confuses students with a lot of info.

Students:

4. Using the given simID and password, create a team name and enter. Enter the valuations (I still use index cards during the customer role playing phase). Make sure all the valuations are in the same currency (say USD or Euro) and not mixed with the local currency.

Instructor:

5. After the students have entered their valuations, go to “Game Operations”. Make sure you turn off the projector. Check the valuations by clicking “Show Valuations”. You can edit mistakes in valuations here.
 - a. If you want to use x number of customers (usually a randomly chosen number), type in the number x in the first box below the Hide Valuations button.
 - b. If you want to use only valuations above a cutoff c, type in the number c in the second text box below the “Hide Valuations” button. If you want only valuations below a cutoff c, then tick the “below cutoff” box.
6. Now click “Get Customer Queue”--- this will create a randomly ordered sample of x customers as the simulation customer arrival queue. At any stage you can change 5a and 5b and it will get a new queue. This is useful if you want to segment and have only low valuation customers come in first. If you want to restart the game from scratch, click “Delete Game Data”.
7. Run the simulation: click the “Add from queue” button to add each customer in turn.
8. After the game is over, click on “Save Results” button. You can then see the results by clicking “Game Results” on the top, and then “Get Results” on the new screen. (“Save Results” can be clicked any time in fact. Students can then see their interim results in their “Get Results” screen.)

Dynamic game is similar. I ask students to raise their hand if they want to change the prices before a customer so I can pause adding a new customer. For the Segmented game, you need to explain to the students the customer net-utility-based purchase decision model. It is a bit complicated, and I show them the prices so they can follow better.

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Please let me know your comments (kalyan.talluri@upf.edu) and I can update this.