

## TUTORIAL-3

**1. How could companies use Second Life for new product or service decision making?**

Companies use second life which includes meeting with the sales manager, discussing about new sales techniques, building a new world where members of second life talk together about product or services and testing the new designs for new product or service before it is released to the world. Thus by taking feedback from all members companies take decisions.

**2. How could financial companies use neural networks in Second Life to help their businesses?**

Neural networks are those which involve in pattern or image recognition. This helps companies to get the required information for processing in second life.

**3. How could a company such as Nike use decision support systems on Second Life to help its business?**

Nike uses decision support system (DSS) for information that helps to take decision. But DSS has three main models in it. They are  
Sensitivity: observe changes when variable is changed  
What- if : checked what is the impact if variable changed  
Goal seeking: seeking to reach goal by making changes.

**4. How could an apparel company use Second Life to build a digital dashboard to monitor virtual operations?**

Apparel uses second life in digital dashboard to monitor virtual operations as it tracks everything in the store which includes number of customers, time spent, items purchased etc. Company also gave a special offer to the second life residents that they get promotional cards if they are shopping in inline-world apparel.

**5. How could a company use Second life to revamp its customer service process?**

Company uses second life to revamp its customer service process by gaining the feedback from the customers. Second life provides the customers with total information about the stores and products or services without visiting shops, buying or surveys.

**6. How could a company use second Life to revamp its order entry process?**

Company uses second life to revamp its order entry process by forming relations with customers, partners and employees apart from real world. Customers have many similarities and differences from business world to real world.

**7. How could a company use Second Life to reinvent relationships with customers, partners and employees?**

Company uses second life to reinvent relationships with customers, partners and employees as it helps to combine customer, partner and employees to make relationships and to make more intelligent. This can be achieved by understanding behaviours and preferences of each individuals.