



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Customer Relations

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Handle customer/client complaints.
2. Reinforce service orientation through communication.
3. Identify a company's brand promise.
4. Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of customer service specialist at MAIN STREET HEATING & COOLING, a local company that provides the community with heating and cooling units, servicing and emergency calls. A customer (judge) has come to your office to complain and you must remedy the situation.

MAIN STREET HEATING & COOLING is located in a city of 50,000 people and has been providing the small community with heating and cooling units and service for over 35 years. While there are other heating and cooling companies in the area, most are chains or affiliated with companies from a much larger city 50 miles away. MAIN STREET HEATING & COOLING is proud to be the hometown choice for all heating and cooling needs.

Due to an unusual cold snap in the weather, many customers have called MAIN STREET HEATING & COOLING for repairs and/or upkeep of their heating and cooling units. When a customer calls to make an appointment for service, a half-day time frame is given for the customer to expect a MAIN STREET representative to arrive. The time frame is either 8:00 AM – Noon or 1:00 PM – 5:00 PM. The MAIN STREET representative calls the customer the day of the appointment to give a more precise time when he or she is on their way.

A customer (judge) has come to your office to complain that the MAIN STREET representative has not arrived during the given appointment time frame of 8:00 AM – Noon. It is now 12:30 PM. The customer (judge) had taken the morning off from work to wait for the MAIN STREET representative, yet nobody has arrived. Now the customer (judge) must take more time off from work to wait for the representative.

After checking in with the service department, you have found that the service representative will arrive at the customer's (judge's) house at 1:00 PM. The service representative is running behind schedule due to a flat tire.

You must provide a response to the customer (judge) regarding the new service time. You must try to maintain the relationship with the customer (judge) by offering a remedy to the problem.

You will try to appease the customer (judge) in a role-play to take place in the front office. The customer (judge) will begin the role-play by greeting you and asking to hear why the representative is late. After you have explained the situation and have answered the customer's (judge's) questions, the customer (judge) will conclude the role-play.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE SITUATION CHARACTERIZATION

You are to assume the role of a customer of MAIN STREET HEATING & COOLING, a local company that provides the community with heating and cooling units, servicing and emergency calls. You have gone to the office to speak with a customer service specialist (participant) to complain and the customer service specialist (participant) must remedy the situation.

MAIN STREET HEATING & COOLING is located in a city of 50,000 people and has been providing the small community with heating and cooling units and service for over 35 years. While there are other heating and cooling companies in the area, most are chains or affiliated with companies from a much larger city 50 miles away. MAIN STREET HEATING & COOLING is proud to be the hometown choice for all heating and cooling needs.

Due to an unusual cold snap in the weather, many customers have called MAIN STREET HEATING & COOLING for repairs and/or upkeep of their heating and cooling units. When a customer calls to make an appointment for service, a half-day time frame is given for the customer to expect a MAIN STREET representative to arrive. The time frame is either 8:00 AM – Noon or 1:00 PM – 5:00 PM. The MAIN STREET representative calls the customer the day of the appointment to give a more precise time when he or she is on their way.

You have gone to meet the customer service specialist (participant) to complain that the MAIN STREET representative has not arrived during the given appointment time frame of 8:00 AM –

Noon. It is now 12:30 PM. You have taken the morning off from work to wait for the MAIN STREET representative, yet no one has arrived. Now you must take more time off from work to wait for the representative.

After checking in with the service department, the customer service specialist (participant) has found that the service representative will arrive at your house at 1:00 PM. The service representative is running behind schedule due to a flat tire.

The customer service specialist (participant) must provide a response to you regarding the new service time. The customer service specialist (participant) must try to maintain the relationship with you by offering a remedy to the problem.

The participant will offer solutions to you in a role-play to take place in the front office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How are you going to ensure this does not happen to other customers like me in the future?
2. Would you have offered a different solution if I would have posted my complaint on social media?

Once the customer service specialist (participant) has explained the situation and has answered your questions, you will conclude the role-play by thanking the customer service specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**PRINCIPLES OF BUSINESS MANAGEMENT
AND ADMINISTRATION, 2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Handle customer/client complaints?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Identify company's brand promise?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Build and maintain relationships with customers?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						