



CAREER CLUSTER
Business Administration Core

CAREER PATHWAY
Hospitality and Tourism

INSTRUCTIONAL AREA
Customer Relations

HOTEL AND LODGING MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of positive customer relations
2. Respond to customer inquiries
3. Handle difficult customers
4. Demonstrate a customer service mindset
5. Identify company's brand promise

EVENT SITUATION

You are to assume the role of **Customer Service Manager** at the **Kalahari Resort** in the Wisconsin Dells. Your **High Profile Client** (judge) has asked you to handle a complaint efficiently and effectively.

The Kalahari Resort in the Wisconsin Dells opened its doors in the year 2000 with 756 guest rooms, making it the second largest resort in Wisconsin. There are four main restaurants that guests can visit. There is also a spa and golf course nearby for entertainment options. The Kalahari is known for having many business conferences as well as being a popular resort for family fun.

As the Customer Service Manager of the Kalahari Resort it is your job to ensure quality customer service from all of your employees. It has come to your attention that there is a discrepancy with some of your employees following protocol. A High Profile Customer (judge) who has been using your services to host business conventions at the Kalahari since 2001 has complained about the quality of set-ups in rooms, food preparation, and overall customer service.

You are meeting with your High Profile Customer (judge) today to discuss quality of services and your next steps. Your biggest fear is to lose their business to another large water resort in the Wisconsin Dells area. You will be meeting with this High Profile Customer to explain the nature of positive customer relations. You will also need to be able to demonstrate a customer-service mindset by offering suggestions to their inquiries of the Kalahari Resort. This customer can sometimes be difficult so it is important to handle them carefully and answer their complaints. Finally, be sure to identify the company's brand promise.

You will sell your hotel services to the High Profile Customer (judge) in a role-play to take place in the conference room of the Kalahari Resort. The High Profile Customer (judge) will begin the role-play by greeting you and asking to hear your ideas to fix the situation. After you have discussed your ideas and have answered the High Profile Customer's (judge's) questions, the High Profile Customer (judge) will conclude the role-play by thanking you for your work.

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. Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of a **High Profile Client** who uses the services of the **Kalahari Resort** for large conferences. You have been conducting business with the Kalahari since 2001.

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The Customer Service Manager (participant) of the Kalahari Resort has the job of ensuring quality customer service from all of their employees. It has come to their attention that there is a discrepancy with some of their employees following protocol. As a High Profile Customer, you have been using their services to host business conventions at the Kalahari since 2001, and you have complained about the quality of set-ups in rooms, food preparation, and overall customer service.

The Customer Service Manager (participant) is meeting with you today to discuss quality of services and their next steps. Their biggest fear is to lose your business to another large water resort in the Wisconsin Dells area. The Customer Service Manager (participant) will be meeting with you to explain the nature of positive customer relations. They will also need to be able to demonstrate a customer-service mindset by offering suggestions to their inquiries of the Kalahari

Resort. You can sometimes be difficult, so it is important to handle you carefully and answer your complaints. Finally, the Customer Service Manager (participant) should be sure to identify to you the company's brand promise.

The Customer Service Manager (participant) will sell their hotel services to you in a role-play to take place in the conference room of the Kalahari Resort. You will begin the role-play by greeting the Customer Service Manager (participant) and asking to hear their ideas to fix the situation.

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

1. How do you think your business compares with the other competition in the Wisconsin Dells area?

Possible answer:

➤ *The Kalahari Resort compares with the competition because of the location of business, conference areas, golf and spa options, restaurants, and the water park. The price of the business compares with other resorts in the area.*

2. Would there be any other attractions you would incorporate to make the Kalahari Resort better for business conventions?

Possible answer:

➤ *The Kalahari Resort does its best to stay competitive in the hotel and lodging industry. They are constantly trying to improve their services. To accommodate business conventions they could increase internet speeds, have free teleconferencing in convention rooms, complimentary snacks between large meetings, and more.*

Once the Customer Service Manager (participant) has answered your questions, you will conclude the role-play by thanking the Customer Service Manager (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.



HOTEL AND LODGING MANAGEMENT SERIES 2015 Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA: Customer Relations

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Explain the nature of positive customer relations	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Demonstrate a customer-service mindset	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Respond to customer inquiries	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Handle difficult customers	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify company's brand promise	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						