



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Information Management/ Operations

PRINCIPLES OF BUSINESS MANAGEMENT & ADMINISTRATION 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. Identify ways that technology impacts business
2. Explain the role of information systems
3. Discuss principles of computer systems
4. Explain the nature of operations

BUSINESS SITUATION

You are to assume the role of a HUMAN RESOURCE MANAGER at THRIVE AGENCY, which is a customer service agency that deals with customer service inquiries for a group of cell phone providers. Thrive Agency provides technical support solutions focused on providing positive customer experiences that drive brand preference and revenue growth for the cell phone providers that it serves. The customer service inquiries are received and dealt with through a variety of channels including inbound phone calls, email support, and online chat formats. New developments and trends in telecommuting are something that the company is exploring and is wondering if it would be beneficial for their company, employees, and ultimately the customer experience. You have been tasked with researching this idea and presenting your recommendation for the company to Mr./Ms. Prospero the Vice President of Operations (judge).

The customer service representatives that deal with the customer inquiries work primarily at cubicles with all of the equipment needed to respond to customer service inquiries. In each cubicle they have a phone with headset capabilities, a computer that is used for the e-mail and online chat channels of communication. The customer service representatives are provided a training period where they learn about the various products offered and troubleshooting for each product. They also are provided with an online directory that is updated with troubleshooting guides for each product. All representatives also have capabilities to communicate with senior customer service representatives that are seen as the “experts” on troubleshooting.

Mr./Ms. Prospero (judge) has asked you to do the following:

- Provide information about the strengths and weaknesses of telecommuting, also known as virtual jobs or at-home jobs.
- Make a recommendation as to whether Thrive Agency should move toward having their customer service representatives utilize this type of work.
- If you recommend they should go forward with telecommuting, what you would need to do to make it effective for their employees and ultimately the customers.

The meeting will take place in Mr./Ms. Prospero’s (judge) office. He/She will begin the meeting by greeting you and asking to hear your analysis of the strengths and weaknesses of telecommuting as well as your recommendations for the company. After you have provided your explanation and recommendation and answered Mr./Ms. Prospero’s questions, he/she will conclude the meeting by thanking you for your presentation.

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. Interview 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 Mr./Ms. Prospero, the VICE PRESIDENT OF OPERATIONS at THRIVE AGENCY, which is a customer service agency that deals with customer service inquiries for a group of cell phone providers. Thrive Agency provides technical support solutions focused on providing positive customer experiences that drive brand preference and revenue growth for the cell phone providers that it serves. The customer service inquiries are received and dealt with through a variety of channels including inbound phone calls, email support, and online chat formats. New developments and trends in telecommuting are something that the company is exploring and you are wondering if it would be beneficial for their company, employees, and ultimately the customer experience. You have tasked the Human Resource Manager (participant) with researching this idea and presenting their recommendation for the company to you.

The customer service representatives that deal with the customer inquiries work primarily at cubicles with all of the equipment needed to respond to customer service inquiries. In each cubicle they have a phone with headset capabilities, a computer that is used for the e-mail and online chat channels of communication. The customer service representatives are provided a training period where they learn about the various products offered and troubleshooting for each product. They also are provided with an online directory that is updated with troubleshooting guides for each product. All representatives also have capabilities to communicate with senior customer service representatives that are seen as the "experts" on troubleshooting.

As the Vice President of Operations, you have asked the Human Resource Manager (participant) to do the following:

- Provide you with information about the strengths and weaknesses of telecommuting, also known as virtual jobs or at-home jobs.
- Make a recommendation as to whether Thrive Agency should move toward having their customer service representatives utilize this type of work.
- If they recommend that the company should go forward with telecommuting, what they need to do to make it effective for their employees and ultimately the customers.

The meeting will take place in your (judge) office. You will begin the meeting by greeting the Human Resource Manager (participant) and asking to hear their analysis of the strengths and weaknesses of telecommuting as well as their recommendations for the company.

Judge Questions/Possible Solutions:

1. How would telecommuting impact the confidentiality and security of the personal information that customer's share with us? How would can we address this?

a. *Possible answers could include:*

Because of the work being outside of our physical location, we would continue to ensure that these issues remain a top priority for our customer service representatives:

- *Additional and ongoing training on the importance of security and confidentiality, and providing our employees with processes and protocols for securing and safeguarding personal information*
- *Provide our employees with the necessary tools and equipment for safeguarding information, including a secure connection to a computer network, secure email, phone headsets, and lockable cabinets so they can take the steps to handle this information appropriately*
- *Security and confidentiality policies, having employees read and sign off on these, and having a process in place for reprimanding those that are found to go against these policies.*

2. How could we monitor the work that our employees are getting done when we are not located in the same location?

a. *Possible answers could include:*

- *Monitoring software that records when employees are signed on to their computer accounts*
- *Clock-in software or a web-based system*
- *Tracking their interactions with customers and work accomplished in a log/computer system that is accessible by other co-workers and supervisors*
- *Employees work with a team of other customer service representatives and senior representatives to establish performance goals and provide accountability each week*

Once the Human Resource Manager (participant) has answered your questions, you will conclude the meeting by thanking them you for their presentation.

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
& ADMINISTRATION, 2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA: Information Management/
Operations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify ways that technology impacts business	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the role of information systems	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Discuss principles of computer systems	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the nature of operations	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						