



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Service

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 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 company's brand promise
2. Demonstrate a customer-service mindset
3. Reinforce service orientation through communication
4. Build and maintain relationships with customers
5. Handle customer/client complaints

EVENT SITUATION

You are to assume the role of **Manager** at **Sebastian's**, a fine-dining restaurant, cocktail lounge and attached banquet facility located in a downtown, metropolitan area. You have been asked to speak with a guest (judge) who is angry because a reservation for a party they made is not on record at the restaurant.

Sebastian's is known for their fine-dining and formal atmosphere that offers a rotating menu of modern dishes that are expertly paired with spirits while being served by their highly trained, professional wait staff. The main dining room and cocktail lounge is open Tuesday-Saturday, while the banquet room is only used for large events, such as weddings or corporate events. The restaurant's popularity has continued to grow, tables are often booked weeks in advance, and it has become a favorite venue for hosting special occasions. Like other fine-dining restaurants, Sebastian's offers reservations over the phone, via email, through the restaurant's own website and also an independent website called findatable.com. All reservations made on findatable.com are confirmed with an email to the restaurant and to the customer.

The angry guest (judge) is in Sebastian's lobby with their party guests waiting to speak with you. The guest (judge) made a reservation for eight people to celebrate a birthday on findatable.com. The guest (judge) stated that he/she made the reservation over a month ago, and has proof of confirmation from findatable.com. You look at the reservation book and notice the restaurant's dining room does not have a free table for the entire evening, but know you cannot turn away the guest's party. You don't want to ruin their celebration and lose them to another restaurant. You will present a solution to the guest (judge) and their party.

You will meet the guest (judge) in the restaurant's lobby. The guest (judge) will begin the role-play by greeting you and asking you to find a solution to the problem. After you have presented a solution to the guest and answered his/her questions, the guest (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. 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 an **angry guest** at **Sebastian's**, a fine-dining restaurant, cocktail lounge and banquet facility located in a downtown, metropolitan area. You are waiting to speak with the manager (student) regarding a reservation you made that is not on record at the restaurant.

Sebastian's is known for their fine-dining and formal atmosphere that offers a rotating menu of modern dishes that are expertly paired with spirits while being served by their highly trained, professional staff. The main dining room and cocktail lounge is open Tuesday-Saturday, while the banquet room is only used for large events, such as weddings or corporate events. The restaurant's popularity has continued to grow, tables are often booked weeks in advance, and it has become a favorite venue for hosting special occasions. Like other fine-dining restaurants, Sebastian's offers reservations over the phone, via email, through the restaurant's own website and also through an independent website called findatable.com. All reservations made on findatable.com are confirmed with an email to the restaurant and to the customer.

You (judge) arrived with your party of seven other guests, and are waiting to speak with the manager (student). You made a reservation for eight people to celebrate a birthday at the restaurant through findatable.com, but the restaurant did not have a record of that reservation. You made the reservation over a month ago, and have proof of confirmation from findatable.com. The manager (student) will look at the reservation book and notice the

restaurant's dining room does not have a free table for the entire evening. The manager (student) must present you with a solution for you and your party.

You are waiting in the restaurant's lobby to speak with the manager (student). You will begin the role-play by greeting the manager (student) and asking him/her to find a solution to the problem.

Possible Role-Play Solutions:

It says that there are no more tables available in the dining room but in the role play it mentions there is a cocktail lounge and attached banquet room that is available. Students should suggest that a table be set for the party in one of those areas or sit them in the dining room immediately and adjust other reservations in the available rooms.

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

1. What are you going to do to ensure that this does not happen to other customers using findatable.com?
 - a. *Possible Solutions: We will contact findatable.com to see where the mistake was made. Possibly add an additional email address to their database so there are two places that the confirmation emails could be sent. Management may want to look into the success rate of other similar website services.*
2. Incidents like this can ruin Sebastian's reputation and brand as a fine-dining restaurant with stellar service. What can you do to prevent the image of Sebastian's from being tarnished?
 - a. *Possible Solutions: Acknowledge that occasionally mistakes are made but to find quick and effective solutions while continuing give all customers the best service possible. Also, find ways, such as the use of social media, to share stories of positive experiences from customers (e.g., share reviews, positive comment cards, etc.)*

After the manager (student) has presented a solution to you and answered your questions, you will conclude the role-play.

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.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT SERIES, 2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: CUSTOMER RELATIONS

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify company's brand promise	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.	Reinforce service orientation through communication	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Build and maintain relationships with customers	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Handle customer/client complaints	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						