



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Communication Skills and 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. Apply written directions to achieve tasks
2. Explain the nature of positive customer relations
3. Demonstrate a customer-service mindset
4. Reinforce service orientation through communication
5. Build and maintain relationships with customers

EVENT SITUATION

You are to assume the role of FRONT-END MANAGER at THE SUMMIT, a full-service restaurant that offers a casual dining experience. THE OWNER, Mr./Ms. Brown (judge), has asked you to develop a checklist for all wait staff to follow to ensure all customers receive not only quality food but quality service.

The Summit has been serving customers since 1993. The restaurant is open daily from 4 pm – 10 pm with a dinner menu that includes appetizers, dinner entrees, various sides, desserts and a full selection of items from the bar. There are also nightly specials, seasonal menu items and carry-out options.

Over the last few months the owner has noticed more and more customers posting comments and ratings on various social media sites regarding their recent visits at The Summit. While many of the ratings and comments praise the menu options and food preparation, the comments about the wait staff and service received have been increasingly negative. Mr./Ms. Brown has been unable to pinpoint which servers are responsible for this customer dissatisfaction but it is certain these posts have begun to have a negative effect on business.

To combat the negative posts and encourage more positive posts, Mr./Ms. Brown asked you to develop a step-by-step checklist that all wait staff will follow when serving customers. The owner would like the checklist to:

- Be steps that new and veterans servers could easily follow
- Establish a standardized way to interact and serve all customers
- Demonstrate the customer service mindset
- Ensure customers are engaged during their entire dining experience

You will present your ideas and checklist with Mr./Ms. Brown in a meeting that will take place in their office. The owner will begin the meeting by greeting you and asking you to share what you have developed. After you have shared your ideas and have answered their questions, they will conclude the meeting 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 MR./MR. BROWN, the OWNER of THE SUMMIT, a full-service restaurant that offers a casual dining experience. You have asked you FRONT-END MANAGER (student) to develop a checklist for all wait staff to follow to ensure all customers receive not only quality food but quality service.

The Summit has been serving customers since 1993. The restaurant is open daily from 4 pm – 10 pm with a dinner menu that includes appetizers, dinner entrees, various sides, desserts and a full selection of items from the bar. There are also nightly specials, seasonal menu items and carry-out options.

Over the last few months you have noticed more and more customers posting comments and ratings on various social media sites regarding their recent visits at The Summit. While many of the ratings and comments praise the menu options and food preparation, the comments about the wait staff and service received have been increasingly negative. While you are unable to pinpoint which servers are responsible for this customer dissatisfaction, it is certain these posts have begun to have a negative effect on business.

To combat the negative posts and encourage more positive posts you have asked the manager (student) to develop a step-by-step checklist that all wait staff will follow when serving customers. You asked for the checklist to:

- Be steps that new and veterans servers could easily follow
- Establish a standardized way to interact and serve all customers
- Demonstrate the customer service mindset
- Ensure customers are engaged during their entire dining experience

The student will present their ideas and checklist with you in a meeting that will take place in your office. You will begin the meeting by greeting the manager and asking them to share what they have developed. After the student has shared their ideas and answered your questions, you will conclude the meeting by thanking the manager for their work.

During the course of the meeting you are to ask the following questions of each participant:

1. How will you determine if all wait staff members are using the checklist?
 - a. *Possible Solutions: Answers can include having management track the sales and/or tips of each member of the wait staff. (Both can be indications on how well the customer was served.) Have the hostess and/or cashier ask informal questions about the customer's experience with their waiter/waitress. Ask the wait staff to reflect on their use of the checklist.*
2. How will determine if the new checklist is positively affecting business?
 - a. *Possible Solutions: Answers could include suggestions such as surveying customers about the service they received, continuously checking and responding to the ratings and comments on social media.*

Once the manager (participant) has presented and has answered your questions, you will conclude the meeting by thanking the 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.

Performance Indicator Information

1. **Apply written directions to achieve tasks:** Directions on achieving tasks are often and most effectively written as a numbered or bulleted list. They should be easy to follow but with enough details to reduce questions or confusion.
2. **Explain the nature of positive customer relations:** Refers to the way a business communicates and interacts with the public to gain and retain customers. It is necessary for a business to cultivate good customer relations to attract and keep a loyal base of customers.
3. **Demonstrate a customer-service mindset:** A service mindset focuses on creating customer value, loyalty and trust. A business with this outlook wants to go beyond simply providing a product or service. It wants to create a positive and indelible imprint in the customer's mind.
4. **Reinforce service orientation through communication:** Service is often provided or reinforced through the effective communication they have with customers. Communication can include face-to-face and/or phone interactions and through email and their online presence. Employees should be trained on how to effectively communicate with customers with positive interactions.
5. **Build and maintain relationships with customers:** Students should give examples of how businesses could build long-lasting relationships with their customers. Examples could include loyalty programs, personalized communication, promotions directed to specific customers, etc.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT SERIES, 2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA
Communication Skills and Customer Relations

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Apply written directions to achieve tasks	10-11	12-13	14	
2.	Explain the nature of positive customer relations	10-11	12-13	14	
3.	Demonstrate a customer-service mindset	10-11	12-13	14	
4.	Reinforce service orientation through communication	10-11	12-13	14	
5.	Build and maintain relationships with customers	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator