



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

BUSINESS SERVICES MARKETING SERIES 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.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature of positive customer relations.
2. Demonstrate a customer-service mindset.
3. Reinforce service orientation through communication.
4. Explain the concept of productivity.
5. Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of director of customer service for INFOBOX, a file hosting service that offers cloud storage, file synchronization and client software. The senior vice president (judge) has asked you to determine how to best remedy the company's growing customer service needs.

INFOBOX operates business on its website, allowing users to upload content for storage and sharing. Users can access their content on any device and share it with co-workers and friends for viewing or for editing. INFOBOX offers 2 gigabytes of free storage space, but charges users for additional storage space and additional features. INFOBOX has a variety of business and non-business customers.

INFOBOX has a toll-free number available for customer service needs. Oftentimes, customers simply need to troubleshoot a problem or, need help recovering a password or finding a document within their account. Most customer service phone calls are handled quickly and do not require further investigating by the customer service representative.

Even with the simple nature of the customer service phone calls, there are still long wait times for customers to speak to an INFOBOX representative. Customers have complained that they wait longer to speak to a representative than the time it takes for the representative to fix the problem. Another complaint is that the customer service department is only available 8:00AM – 7:00PM ET, which means customers with problems occurring before or after those hours must wait for assistance.

The senior vice president (judge) understands the concerns with the limited availability of customer service representatives and the long hold times. The senior vice president (judge) feels there are two possible solutions to the problem. First, the company could hire more customer service representatives and extend the hours. Second, the company could spend \$10,000 and have a chatbot built. The chatbot would be available 24/7 to resolve simple problems.

The senior vice president (judge) would like you to analyze both options and determine which is the best for INFOBOX and its customers, and both the short-term and long-term future of the customer service department.

You will present the analysis and recommendation to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the senior vice president's (judge's) questions, the senior vice president (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. 21st Century Skills and 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 senior vice president for INFOBOX, a file hosting service that offers cloud storage, file synchronization and client software. You have asked the director of customer service (participant) to determine how to best remedy the company's growing customer service needs.

INFOBOX operates business on its website, allowing users to upload content for storage and sharing. Users can access their content on any device and share it with co-workers and friends for viewing or for editing. INFOBOX offers 2 gigabytes of free storage space, but charges users for additional storage space and additional features. INFOBOX has a variety of business and non-business customers.

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You understand the concerns with the limited availability of customer service representatives and the long hold times. You feel there are two possible solutions to the problem. First, the company could hire more customer service representatives and extend the hours. Second, the company could spend \$10,000 and have a chatbot built. The chatbot would be available 24/7 to resolve simple problems.

You would like the director of customer service (participant) to analyze both options and determine which is the best for INFOBOX and its customers, and both the short-term and long-term future of the customer service department.

The participant will present the analysis and recommendation to you in a role-play to take place in your 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. Does the fact that we are an online service company have any impact on how our customers prefer us to respond to their concerns?
2. How will this change affect our productivity?
3. How do we communicate your recommended solution to our customers?

Once the director of customer service (participant) has presented the analysis and has answered your questions, you will conclude the role-play by thanking the director of customer service (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.



**BUSINESS SERVICES MARKETING SERIES,
2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of productivity?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						