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**2011 NLC FBLA CLIENT SERVICE**

**PRELIMINARY CASE STUDY**

**PARTICIPANT INSTRUCTIONS**

1. You have 10 minutes to review the case.
2. Presentation time is five minutes. At four minutes the timekeeper will stand and hold up a card indicating one minute left and at five minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentation. A judge will play the role of a customer from Lacy’s Furniture Store. You will play the role of the customer care representative at a major, national retail store.
4. Each participant will be given two note cards.
5. Be prepared to answer questions posed by the judges.

**PERFORMANCE INDICATORS**

* Logical solution is selected and presented with positive and negative aspects of its implementation given
* Thoughts and statements are well organized and clearly stated; appropriate business language is used
* Ability to effectively communicate with customer
* Explain an effective, efficient, and spontaneous action for customer service
* Empower yourself to give efficient, accountable customer service
* Exhibits good decision-making and problem-solving skills

**CASE STUDY SITUATION**

You work as a Customer Care Representative at a major, national retail store, Lacy’s Furniture Store. Your company is known for its great prices and good quality merchandise. Your company prides itself on fast response times and making the customer happy.

Your customers contact you with questions and complaints about everything from how to fix a scratch on a dining room table, to when their orders will be delivered, to how to clean sofa cushions.

You are authorized to offer customers up to $100, if it will resolve the issue and satisfy the customer. Your challenge is to determine an equitable solution that will be acceptable to the customer and to your company.

You will be fielding a call from a customer (judge). You should “answer the call” with the following greeting:

*“Lacy’s Furniture Store, this is \_\_\_\_\_ (your name). How may I help you?”*

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**JUDGES’ NOTES**

**JUDGING THE PRESENTATION**

1. This is a role-playing event with you acting in the role of a customer from Lacy’s Furniture Store.
2. Review the Judges’ Instructions and the Case Study Situation. You may have one judge serve as the customer and ask questions, or each judge may vary the problem and ask questions. Remember, what you do for one presentation, must be done for all presentations.
3. After introductions, you need to explain the reason for the call and ask for some action to resolve the problem.
4. This is an interactive problem, so treat the presentation as a conversation. Time allowed is five minutes.
5. You will close the event.
6. Complete the rating sheet.

**JUDGES’ INSTRUCTIONS**

In this performance, the judge will assume the role of a Lacy’s Furniture Store customer.

You are extremely unhappy with Lacy’s Furniture Store because they had scheduled delivery of a sofa and two chairs for Wednesday between 9:00 a.m. and 1:00 p.m. You took time off from work to accept the delivery.

When they were not there by 12:30 p.m., you called and could not reach a live person. A recording said someone will be with you shortly, but no one picked up after 12 minutes of being on hold. You left your house at 1:00 p.m. to go to work.

A representative from Lacy’s called your house at 3:30 p.m. and left a message saying the delivery drivers were at your house, and no one was there to sign for the delivery. You need to call Lacy’s customer service to reschedule your delivery for next week. You will be charged a re-delivery fee of $100, since you were not at home to accept the delivery.

You are very frustrated, need the furniture for a party this weekend, and cannot take more time off from work.

You want some type of compensation from Lacy’s Furniture Store and you certainly don’t want to pay a re-delivery fee.