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**2011 SLC CLIENT SERVICE**

**FINAL 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 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 Community Cable Company customer. You will play the role of the customer care representative.
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 for Community Cable Company (CCC). CCC customers contact you with questions and complaints about everything from cable outages to television programming to adding additional services.

Your company is not known for providing good service. It scores very low in satisfaction surveys and “consumer horror stories” often appear in the news media. Your call center is understaffed and consumers have to wait as long as 45 minutes to reach a representative.

Consequently most callers are very angry when they reach you. Many home theater systems have been installed with a high definition cable box but many customers are calling complaining it isn’t working properly.

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

*“Community Cable Company, this is \_\_\_\_\_ (your name). How may I help you?”*

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**2011 SLC PBL CLIENT SERVICE**

**FINAL CASE STUDY**

**JUDGES’ NOTES**

**JUDGING THE PRESENTATION**

1. This is a role-playing event with you acting as a Community Cable Community customer.
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 Community Cable Company customer.

You recently had a home theater system professionally installed in your home. You ordered a High Definition cable box from your local cable company, Community Cable, which was installed by your professional home theater installation technician.

The box worked great for just over a year. Then one day the TV went black. You had sound, but no picture.

It took you 15 minutes to reach a Community Cable Representative on the phone. After asking you several questions, the representative reset the HD cable box. It worked and you had picture and sound again.

Over the next six months, the problem recurred four times. Each time you called the Community Cable Representative, he/she reset the box and the problem was solved. The fourth time, the representative suggested that they send someone out to replace the box as it appeared to be defective.

The Community Cable technician arrived and replaced the HD box with a newer model. The next time you turned on the TV, the HD picture was grey and blurred.

You called again. Another tech was sent. He switched out some cables and it improved the picture. An hour after the representative left, your picture went black and you noticed that now one of your speakers was not working.

You have 20 people coming over tomorrow to watch the Super Bowl and you have no picture. You call Community Cable, they attempt to reset the box, but it does no good.

You want someone to come out today and fix the problem. And you want some compensation for all the problems; perhaps a full month’s fee credited to your account for the problems you have been having.