****

**2015 RLC FBLA CLIENT SERVICE**

**CASE STUDY A**

**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 is 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 assume the role of a Creative Mind customer. You play the role of a customer service rep in a mid-size privately owned publishing house.
4. Each participant will be given two note cards.
5. Be prepared to answer questions posed by the judges.

**PERFORMANCE INDICATORS**

* Select a logical solution with positive and negative aspects of its implementation
* Use appropriate business language and well organized and clearly stated thoughts and statements
* Demonstrate ability to effectively communicate with customer
* Describe an effective, efficient, and spontaneous action for customer service
* Demonstrate efficient, accountable customer service
* Exhibit good decision-making and problem-solving skills

**CASE STUDY**

You work as a Customer Service Representative in a mid-size privately owned publishing house, Creative Mind. You’re excited about working in the publishing industry and even more excited you landed a job in your chosen field right out of college. The company is a start-up and growing rapidly.

Your customers contact you to place orders for books, DVD’s, tapes, magazines, and other related items. You also field general inquiries about the company and its products, deal with delivery issues and damaged goods, and handle customer complaints.

You believe Creative Mind to be a reputable company concerned about creating an exceptional experience for each customer. You will be fielding a call from a customer (judge). You should “answer the call” with the following greeting:

*Creative Mind Publishing, this is \_\_\_\_\_\_ (your name). How may I help you?*

****

**2015 RLC FBLA CLIENT SERVICE**

**CASE STUDY A**

**JUDGES’ NOTES**

**JUDGING THE PRESENTATION**

1. This is a role-playing event with one judge assuming the role of a Creative Mind customer.
2. Review the Judges’ Instructions and the Case Study Situation. One judge will assume the customer role or each judge may vary the problem and ask questions. If all judges ask questions, consider it a family that has quite a few concerns. 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**

You are 93 years young and extremely frustrated and disappointed with the publisher, Creative Mind. You saw their advertising for a book that really sparked your interest. In spite of your age, you are fascinated and curious with new and creative thinking, intrigued by the book’s message, and eager to read it for your own growth and development.

You placed your order by mail and included your check with the order form. Three weeks went by and no book, although your check was cashed. You called Customer Service and the person who answered the phone said they would check on it and get back to you. No call back. So, you called Customer Service asecond time and talked to someone who told you yes, they had your order and you should be receiving your book within the next few days. It didn’t happen.

You called athird time and talked to yet someone else who told you it probably got held up in the mail due to the holiday and to give it a week. You did, and no book. You called afourth time and were told the warehouse was out of copies and if you would wait, more copies should be in shortly. You said you had waited long enough and wanted your money back. The person was very nice, said fine, and agreed to send you a check. Two weeks went by and no check.

You called afifth time and were told *“the check is in the mail.”* All this time, you’ve been bombarded with their literature and advertising, just not the book you ordered.

At this point, you’re wondering if the book even exists and thinking you’ve been had, especially because of your age. You’re calling asixth time to let Creative Mind know you’re ready to go to the Better Business Bureau and complain.