**2015 SLC 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 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 Greene’s Lawn & Garden Care customer. You play the role of a customer service rep at Greene’s Lawn & Garden Care.
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 Care Representative at Greene’s Lawn & Garden Care which has a stellar reputation for troubleshooting and working miracles on lawns and gardens in trouble.

Your customers contact you with all kinds of questions and complaints about their lawns and gardens. Although you have some training and firsthand experience with lawns and gardens, you are certainly not an expert and as a result, need to be careful about diagnosing or recommending particular solutions.

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

*“Greene’s Lawn & Garden Care, 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 one judge assuming the role of a Green’s Lawn & Garden Care 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 extremely unhappy with Greene’s and very disappointed because of their stellar reputation. You expected better results. You are very proud of your lawn and have kept it in excellent condition over the years with Greene’s help. So, you thought they would be “Johnny on the spot” with your lawn’s problem. Unfortunately, that has not been the case for you. And you’re wondering if, as a long-time customer, you’re being taken for granted.

This past summer with all the rain, you noticed something very wrong in your lawn. You called Greene’s and asked if someone would come out and take a look. They said they would and you set a date. The day came and went and no Greene’s. You called asecond time to report the no show and got an effusive apology and a second date for a diagnosis.

A technician came, although later than the time frame promised. He diagnosed the problem as bugs and sprayed. It didn’t work, and got worse. You called a third time to report the problem and were told the supervisor would come out that day and take a look. The supervisor came, but it was the next day. He diagnosed it as a fungus, and applied a chemical treatment. But to no avail.

You are beside yourself with frustration. First, with the problem, and then, with Greene’s who you felt had your back and now has let you down. You’re petrified that this fungus is going to overtake your beautiful lawn. You want the problem fixed and at their expense.