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|  | **2016 FBLA CLIENT SERVICES**  **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 colored 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. You work as a Customer Care Representative at a well-known pest control company in the Southeast called Best Pest Management.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

**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
* Exhibit good decision-making and problem-solving skills

**CASE STUDY SITUATION**

You work as a Customer Care Representative at a well-known pest control company in the Southeast called Best Pest Management. Best provides homeowners and businesses with comprehensive pest control services and is known for its fair prices and responsive customer care.

Customers contact you with all kinds of bug and rodent issues. Your job is to sort through the concern and direct the individual to the department that can help. You also field customer complaints, so every day is challenging. You never quite know what you’ll be faced with.

Your goal with this call is to determine an equitable solution that will be acceptable to the customer and to Best Pest Management.

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

*“Best Pest Management, this is \_\_\_\_\_\_\_ (your name). How may I help you?”*

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|  | **2015 FBLA CLIENT SERVICES**  **CASE STUDY**  **JUDGE’S INSTRUCTIONS** |  |

**JUDGING THE PRESENTATION**

1. This is a role-playing event with the judges serving as managers for Best Pest Management.
2. Review the Judges’ Instructions and the Case Study Situation. After the introductions, you should begin the phone conversation by calling Best Pest Management. In this performance, the judge will assume the role of a Best Pest Management customer.
3. The team members will then begin their dialogue with the owners (judges).
4. This is an interactive problem, so treat the presentation as a conversation. Each of the members of the team should respond to at least one question or issue. 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.
5. You will close the event by thanking the participants for their input and recommendations. The participants will hand in their note cards before leaving.
6. Complete the rating sheet.

**JUDGES’ INSTRUCTIONS**

In this performance, the judge will assume the role of a Best Pest Management customer.

You hired Best because you had a major spider problem and heard by word of mouth the company has a good track record solving problems quickly. You explained about the spider problem and were told a technician would be sent to your home. The technician who came, sprayed, and said the treatment would solve the problem and the spiders would be gone after two weeks. It did not happen. The spiders are still there and are a major nuisance. You were also told by the technician that if the spiders weren’t gone after two weeks, they would spray again for free.

When you called to tell Best you still had spiders, and requested the additional treatment, the man who claimed he was in charge said they would not spray again for free, rather, it would be at an additional cost. When you told “the man in charge” of his technician’s promise to come and spray again for free, he said he didn’t care. You were dumfounded at his response! You want a full refund and told “the man in charge” you would report this to the Better Business Bureau.

There is no right or wrong answer to the event. However, in a team event, the ability of the team members to work together to come to a consensus, based on the facts provided (and those that you care to add) should be the basis for the score. The individual or team should present its suggestions with clarity and conviction.

Feel free to enhance the story as much as you want, but if you enhance it for one, make sure you enhance it for all the groups.