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**2012 NLC FBLA 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 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 JC Dollar department store customer.
4. You will play the role of the customer care associate in the call center.
5. Each participant will be given two note cards.
6. 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 for JC Dollar department store as a Customer Care Associate in the call center. You work exclusively with customers who have charge accounts with the chain. JC Dollar is one of the largest department stores in the Midwest.

JC Dollar is a typical department store with Men’s, Women’s, and Children’s Clothing, Shoes, Home Goods, and Household Appliances.

You will be fielding a call from a customer (judge). When customers call, you request their account number to locate their computer record and view their purchases, payments, and returns history. You should “answer the call” with the following greeting:

*“Good afternoon, 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 JC Dollar department store 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 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**

In this performance, the judge will assume the role of a JC Dollar department store customer.

You purchased a vacuum cleaner two months ago and chose the least-expensive model. The vacuum cleaner came with a 30-day all-inclusive warranty. You did not purchase the extended warranty because you have not had any problems with your previous vacuum cleaners and they all worked fine for many years.

You call the JC Dollar customer service number and reach a Customer Service Representative. You explain that a few days after the 30-day warranty expired, you used the vacuum to clean your dog’s bed. Now the vacuum no longer suctions correctly.

You want the store to replace your defective, less-expensive model with the more-powerful, more-expensive model, since your model was of such poor quality.