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**2012 NLC 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 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 Computers R Us customer. You will play the role of the customer care representative at Computers R Us.
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 at a major national computer store, Computers R Us. Your company is known for its great prices as well as superior service. Your company prides itself on fast response times and making the customer happy.

Customers contact you with questions and complaints about everything from delivery concerns, installing software, how to fix computer problems and general complaints about the store, staff, and service.

You are authorized to offer customers up to $100 if it will resolve the issue and satisfy the customer. Your challenge is to determine an equitable solution that will be acceptable to the customer and to your company.

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

*“Computers R Us, 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 Computers R Us 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**

On Saturday, you bought a monitor, hard drive, and printer from Computers R Us. They were running a special promotion which guaranteed two hours of free technical support in your home, in the store, or on the phone to set up your new hardware.

When you called from home the next day (Sunday) in order to use the technical support promised, you were told to call back in an hour, since all of the support technicians were busy.

You called back an hour later and they again asked you to call back in an hour.

On your third call, you asked if you could set up an appointment for any time today up until 10 p.m. in order to get your new hardware installed prior to going back to work on Monday. They said they do not take appointments; that the technicians are very busy because of the special offer, and to call back in an hour.

You made the purchases because of the offer of free technical support and you want the technical support today so that you do not have to take off from work tomorrow.

If they cannot help you today, you want some type of compensation from them in lieu of the technical support they offered, but are not providing.

Once again, you call the Computers R Us store.