

**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

## **AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the nature of positive customer relations.
2. Demonstrate a customer service mindset.
3. Identify company's brand promise.
4. Generate product ideas.
5. Communicate core values of product/service.

## **EVENT SITUATION**

You are to assume the role of director of customer experience for ON THE ROAD AGAIN, a chain of mobile repair vans that service vehicles at the customer's location. The director of marketing (judge) is working on a new marketing plan to improve the company's customer service rating and wants your help in determining additional products and services the mobile repair van can provide customers waiting for repairs that will boost customer service ratings.

ON THE ROAD AGAIN has over 500 vans across the region equipped with automotive repair products and tools and licensed service technicians. Rather than a customer having a vehicle towed to a service station, ON THE ROAD AGAIN will come to the customer. ON THE ROAD AGAIN most frequently services vehicles that are on the side of the road, providing the customers with on-site service in a stressful situation. Customers also like to call ON THE ROAD AGAIN while at work, with repairs or service completed in time for the commute home.

While the unique service provided by ON THE ROAD AGAIN is valued by customers, the results of customer surveys show a low rating for customer service. The surveys indicate that the workmanship of the repairs and/or service is excellent, but unlike service stations, no other attempts are made to demonstrate customer service. Customers are often left standing on the side of busy highways simply waiting for time consuming repairs to be made.

To improve the company's customer service rating, the director of marketing (judge) is creating a new marketing plan that will promote additional customer service related products and services ON THE ROAD AGAIN will be providing its customers. The director of marketing (judge) has asked you to determine specific products and services ON THE ROAD AGAIN can provide to accommodate waiting customers that will demonstrate exemplary customer service. You must explain how your suggested products and services demonstrate customer-service and the company's brand promise.

You will present your ideas to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the director of marketing's (judge's) questions, the director of marketing (judge) will conclude the role-play by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of director of marketing for ON THE ROAD AGAIN, a chain of mobile repair vans that service vehicles at the customer's location. You are working on a new marketing plan to improve the company's customer service rating and want the director of customer experience's (participant's) help in determining additional products and services the mobile repair van can provide customers waiting for repairs that will boost customer service ratings.

ON THE ROAD AGAIN has over 500 vans across the region equipped with automotive repair products and tools and licensed service technicians. Rather than a customer having a vehicle towed to a service station, ON THE ROAD AGAIN will come to the customer. ON THE ROAD AGAIN most frequently services vehicles that are on the side of the road, providing the customers with on-site service in a stressful situation. Customers also like to call ON THE ROAD AGAIN while at work, with repairs or service completed in time for the commute home.

While the unique service provided by ON THE ROAD AGAIN is valued by customers, the results of customer surveys show a low rating for customer service. The surveys indicate that the workmanship of the repairs and/or service is excellent, but unlike service stations, no other attempts are made to demonstrate customer service. Customers are often left standing on the side of busy highways simply waiting for time consuming repairs to be made.

To improve the company's customer service rating, you are creating a new marketing plan that will promote additional customer service-related products and services ON THE ROAD AGAIN will be providing its customers. You have asked the director of customer experience (participant) to determine specific products and services ON THE ROAD AGAIN can provide to accommodate waiting customers that will demonstrate exemplary customer service. The director of customer experience (participant) must explain how the suggested products and services demonstrate customer-service and the company's brand promise.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Why is it important to go above and beyond in customer service?
2. Will all of your proposed ideas all be free for the customer or for a fee?
3. Is it acceptable for our service technicians to receive monetary tips?

Once the director of customer experience (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of customer experience (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## **JUDGE'S EVALUATION INSTRUCTIONS**

### **Evaluation Form Information**

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### **Evaluation Form Interpretation**

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING  
SERIES, 2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Customer Relations

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Generate product ideas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

**21<sup>st</sup> CENTURY SKILLS**

6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	

**TOTAL SCORE**