



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Customer Relations

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st 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

- Explain the relationship between customer service and distribution.
- Handle customer/client complaints.
- Identify factors affecting customer wait time.
- Identify factors affecting customer-services practices in hospitality and tourism.
- Identify factors associated with positive customer experiences.

EVENT SITUATION

You are to assume the role of the regional manager of operations for STEEP & BREW, a chain specializing in gourmet tea and coffee drinks. The director of operations (judge) wants you to analyze customer complaints at a high-volume location and determine the best solution.

One of the largest and busiest airports in the country has two STEEP & BREW locations in each of its five terminals. Each location in that airport is open 4:30AM – 9:00PM and has a line of customers from the time it opens until early afternoon. A complaint among STEEP & BREW customers at this airport is that the lines are too long, often causing customers to vacate the line without being served, because it is time to board their flight.

There are now two spaces available for lease in the airport, each in busy terminals. The spaces are the same size as the other STEEP & BREW locations in the airport. The director of operations (judge) feels there are two possible solutions to the customer complaints. The director (judge) wants you to analyze each option, explain how each option can positively affect customer relations and negatively affect customer relations, and make a final recommendation.

Option 1: Add traditional STEEP & BREW locations that are identical to the other locations in the airport. This would add a third STEEP & BREW location to two of the terminals.

Option 2: Add two STEEP & BREW pick-up locations for customers that order from the STEEP & BREW mobile app. Mobile app orders can be placed up to two hours ahead of pickup and payment is through the app. Employees would not be taking orders, simply filling orders and placing them in the “order ready” location.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of operations for STEEP & BREW, a chain specializing in gourmet tea and coffee drinks. You want the regional manager of operations (participant) to analyze customer complaints at a high-volume location and determine the best solution.

One of the largest and busiest airports in the country has two STEEP & BREW locations in each of its five terminals. Each location in that airport is open 4:30AM – 9:00PM and has a line of customers from the time it opens until early afternoon. A complaint among STEEP & BREW customers at this airport is that the lines are too long, often causing customers to vacate the line without being served, because it is time to board their flight.

There are now two spaces available for lease in the airport, each in busy terminals. The spaces are the same size as the other STEEP & BREW locations in the airport. You feel there are two possible solutions to the customer complaints. You want the regional manager of operations (participant) to analyze each option, explain how each option can positively affect customer relations and negatively affect customer relations, and make a final recommendation.

Option 1: Add traditional STEEP & BREW locations that are identical to the other locations in the airport. This would add a third STEEP & BREW location to two of the terminals.

Option 2: Add two STEEP & BREW pick-up locations for customers that order from the STEEP & BREW mobile app. Mobile app orders can be placed up to two hours ahead of pickup and payment is through the app. Employees would not be taking orders, simply filling orders and placing them in the “order ready” location.

The participant will present information 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. If we choose to do pick-up only locations, how can we handle customers that want to order a beverage since there will not be registers?
2. How will we be able to determine if we made the right decision?

Once the regional manager of operations (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the regional manager of operations (participant) for the work.

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

EVALUATION INSTRUCTIONS

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 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 director and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation | Interpretation Level |
|----------------------|---|
| 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 th 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 th 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 th percentile of business personnel performing this performance indicator. |



QUICK SERVE RESTAURANT MANAGEMENT SERIES 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the relationship between customer service and distribution? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Handle customer/client complaints? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Identify factors affecting wait time? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Identify factors affecting customer-service practices in hospitality and tourism? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Identify factors associated with positive customer experiences? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 21st 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 | | | | | | |