



CAREER CLUSTER

Business Management & Administration

INSTRUCTIONAL AREA

Customer Relations

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Discuss the nature of customer relationship management.
- Reinforce service orientation through communication.
- Build and maintain relationships with customers.
- Demonstrate a customer service mindset.

EVENT SITUATION

You are to assume the role of an operations assistant for BLUE RIBBON GIFTS, a company that began selling products online last year. A customer service employee (judge) wants you to explain how a pause in order fulfillment can be communicated as positive customer relations to those complaining.

BLUE RIBBON GIFTS has sold merchandise in stores for five years but recently opened its ecommerce site for online sales. Online sales have exceeded forecasted sales, which has been great for the bottom line, but has caused two major problems at the fulfillment center: longer processing and delivery times, and errors in order accuracy.

The operations department will be upgrading its fulfillment equipment which will require the fulfillment center to be closed for one week. A customer service employee (judge) wants you to explain how to communicate the pause in fulfillment as positive customer relations to customers who complain.

You will present the information to the employee (judge) in a role-play to take place at the office. The employee (judge) will begin the role-play by asking about operations and customer relations. After you have presented the information and have answered the employee's (judge's) questions, the employee (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 a customer service employee for BLUE RIBBON GIFTS, a company that began selling products online last year. You want the operations assistant (participant) to explain how a pause in order fulfillment can be communicated as positive customer relations to those complaining.

BLUE RIBBON GIFTS has sold merchandise in stores for five years but recently opened its ecommerce site for online sales. Online sales have exceeded forecasted sales, which has been great for the bottom line, but has caused two major problems at the fulfillment center: longer processing and delivery times, and errors in order accuracy.

The operations department will be upgrading its fulfillment equipment which will require the fulfillment center to be closed for one week. You want the operations assistant (participant) to explain how to communicate the pause in fulfillment as positive customer relations to customers that complain.

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by asking about operations and customer relations.

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

1. What customer communication should occur prior to the pause in fulfillment?
2. How can BLUE RIBBON GIFTS get in-store customers to visit the ecommerce site?

After the operations assistant (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the operations assistant (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.



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of customer relationship management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Build and maintain relationships with customers?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate a customer service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						