



**CAREER CLUSTER**

Business Management and 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 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 by 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.
- 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. Respond to customer inquiries.
4. Reinforce service orientation through communication.

## **EVENT SITUATION**

You are to assume the role of administrative manager at GREEN WATER TREATMENT PLANT. The new receptionist (judge) has asked you to demonstrate positive customer relations while answering phone calls made to the wrong office.

GREEN WATER TREATMENT PLANT processes and improves the quality of the city's water to make it suitable for consumption. The plant does not facilitate residents' water service connection, billing or repairs. If a resident needs assistance for any water-related issue, the resident must call the CITY OF GREEN offices, located at City Hall.

Most phone calls to GREEN WATER TREATMENT PLANT are from residents that are calling to inquire about their water bill or report a water leak. Residents mistakenly call the plant rather than the CITY OF GREEN offices.

You must explain to the new receptionist (judge) how to demonstrate positive customer relations to residents mistakenly calling the plant rather than the city. The receptionist (judge) needs to understand how to handle these types of calls.

You will explain positive customer relations to the new receptionist (judge) in a role-play to take place at the front desk. The new receptionist (judge) will begin the role-play by greeting you and asking to hear the reason about customer relations. After you have explained and demonstrated positive customer relations and have answered the receptionist's (judge's) questions, the receptionist (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 Situation 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 SITUATION CHARACTERIZATION**

You are to assume the role of the new receptionist at GREEN WATER TREATMENT PLANT. You have asked the administrative manager (participant) to demonstrate positive customer relations while answering phone calls made to the wrong office.

GREEN WATER TREATMENT PLANT processes and improves the quality of the city's water to make it suitable for consumption. The plant does not facilitate residents' water service connection, billing or repairs. If a resident needs assistance for any water-related issue, the resident must call the CITY OF GREEN offices, located at City Hall.

Most phone calls to GREEN WATER TREATMENT PLANT are from residents that are calling to inquire about their water bill or report a water leak. Residents mistakenly call the plant rather than the CITY OF GREEN offices.

The administrative manager (participant) must explain to you how to demonstrate positive customer relations to residents mistakenly calling the plant rather than the city. You need to understand how to handle these types of calls.

The participant will explain positive customer relations to you in a role-play to take place at the front desk. You will begin the role-play by greeting the participant and asking to hear about customer relations.

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

1. Why is it important that the plant have an actual person answer the phone and not an automated recording?
2. Are there ways GREEN WATER TREATMENT PLANT can help reduce the number of phone calls made to the plant by mistake?

Once the administrative manager (participant) has explained and demonstrated positive customer relations and has answered your questions, you will conclude the role-play by thanking the administrative manager (participant) for the work.

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## 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.



**PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION, 2019**

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

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

**JUDGE'S EVALUATION FORM**  
SAMPLE

**INSTRUCTIONAL AREA**  
Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of positive customer relations?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Demonstrate a customer service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Respond to customer inquiries?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						