



SkillsUSA Championships  
Customer Service Event

District Level 2020

**SkillsUSA Championships  
Customer Service District Event 2020**

**State Director and Contest Chair Instructions**

- Print pages 3-5 of this document. There must be one copy per competitor. The contest chair will give these instructions to the competitor upon arrival to the contest room 30 minutes before the appointment time.
- Print pages 3-8 of this document. This is the judge's packet and there should be one copy per judge.

**At orientation**

- There is not a test at the district level.
- Contestants are given a written test only at the state and national levels.
- Contestants are assigned (or draw) numbers for their presentation. Contestants are to report to the contest site 30 minutes prior to their appointment time.

**On contest day and the contest site**

- Assign numbers to each judge to correspond with the role-play scenario in the pages that follow.
- Give the judge's pages and rating sheets to the judges.
- In the event there are less than three judges, a judge may play more than one role. However, no judge should play two consecutive roles. For example, one judge could play roles 1 and 3 but not 1 and 2.
- Pass out the contest handouts as they arrive (30 minutes before their reporting time). The competitors will use these materials to prepare for their role-play.
- All papers and documents must be collected from the competitors before they leave the competition room.

SkillsUSA Championships  
Customer Service Event  
District Level Project 2020

**Contestant Instructions**

**Arrival**

You are expected to arrive and check in with the SkillsUSA Customer Service Technical Committee **30 minutes before** your appointment time. The technical committee member will be outside the competition room. You should be in proper contest attire and ready to begin upon your arrival. If the contest is ahead of schedule, you may be asked to start prior to your appointed time. Any contestant not present when called will miss the competition. No make-ups will be given.

**Materials to bring**

- Pen or pencil
- The scenario that is included in this packet. If you forget to bring the scenario material, no new material will be provided.
- **You are required to leave the scenario with the judge before leaving the competition room.**
- Contestants are not permitted to bring food, drink or electronic equipment into the competition room.

**Competition Room Rules**

Wait outside the competition room until the judge escorts you into the room. You will be given one minute to enter, go to the demonstration area and become acquainted with the “set” for competition. The demonstration will last for 10 minutes, during which time you will be presented with various customer service activities. After completion of the demonstration, you will be escorted from the room by one of the committee members or a courtesy corps member. Please remember that you are being judged from the moment you enter until you leave the competition room.

**Scenario**

You will be role-playing a customer service representative from a company. Please study the scenario information that is given to you when you arrive at the contest site, so that you will be ready to start the demonstration as soon as you enter the room. You are expected to be familiar with the company’s policies, procedures and services before you enter the competition room.

**Criteria on which you will be judged**

- Greeting and introduction
- Voice (Pitch, Tempo, Volume). Remember, if the judges cannot hear you, they cannot score you.
- Mechanics (diction, grammar, pronunciation)
- Politeness
- Appearance, grooming
- Personal deportment (poise, eye contact, mannerisms)
- Maturity in answers to questions
- Enthusiasm
- Personal salesmanship (self-confidence and persuasiveness)
- Participation

SkillsUSA Photo Center  
Ellie Welsh, Manager  
123 Main St.

615-47P-HOTO (615-477-4686)

**About the company**

SkillsUSA Photo Center is a franchised business that rents space within a local drug store. You use the drug store's space but are not part of the drug store itself. You are an independent operator.

You work at the counter, delivering photos to the customers and taking their payments. You are also able to answer questions about the options you have and their costs. Normally, there are three people working at the photo center: the manager, the person who runs the machine that prints the photos and you. During busy times, you have an additional person who works with you on the counter. Today is an unusual day since the manager is out of the store at a meeting. (The managers from all of the other branches of Photo Centers meet monthly.)

You deal with the customers at the counter and are also responsible for handling the phone. In a busy time, the manager may assist you by answering the phone. Your job is to do the best you can to keep the customers happy. You are to be friendly and always nice and polite to the customers. When they come to the counter, you will locate their photos, take payment and hand over the package. You will also deal with any problems or issues brought to you by a customer.

**Problems that could arise**

- The customer comes to the counter and the pictures are not ready. This could be because the printer is backlogged; the customer arrived too early and the photos are not ready yet; the machine is down; or, the customer had a special order that would take longer to produce.
- Sometimes (but rarely), the printer has issues and the pictures do not come out correctly and have to be reprinted.
- Sometimes a customer is upset that the pictures are not sharp and appear to be out of focus. This is not always a printer issue. Sometimes the photographer made a mistake in taking the photo or the camera was out of focus and your equipment cannot fix a picture that was taken out of focus. The store policy for problem photos is that the photos are returned so the issues can be seen and addressed.
- Refunds given for any reason must be approved by the manager (who, as you know, is not in the store today).

**Today's situation in the shop**

- The manager is out at a meeting.
- Your partner who runs the printer is backed up with heavy volume and therefore cannot leave the printer to help you at the counter.
- Your responsibility is to assist each customer, whether in person or on the phone, and do your best to make all of the customers happy. In the event that a customer is unhappy, and you have exhausted all of your options, you must call the manager to the counter.