

Cutting

Edge

Lawn

JJ Edge,

5200 Main
Shawnee, KS
800-CUTTING

Owner

66333
(800-288-8464)

Cutting Edge Lawn Service is a residential and commercial lawn maintenance service started in 1955 by JJ Edge. All business is conducted within about 20 miles of the Shawnee, Kansas area. This would include the following cities: Desoto, Bonner Springs, Olathe, and Shawnee. Cutting Edge provides basic and special lawn services at varying rates depending on the type of business, lot size and type of services needed. The company caters to scheduled care (Residential Customer can choose: weekly, biweekly or monthly; Commercial Customer are offered only weekly). In addition, if the scheduled allows, the company will also perform “special” care services (such as customers needing lawn care while on vacation). However, the primary concern is to accommodate customer who have contracted for regular lawn maintenance service.

The business is licensed and has 15 employees: the owner/manager, JJ, the accountant, John King, 4 three person lawn care crews (sometimes referred to as field employees); and you (M. Contestant) the customer service representative. The crew leaders are Pat Cruise, Chris Smith Alex Stone, and Carol Roberts. All employees are bonded and insured. JJ runs the company and is easy to work for. If you do your job, bring in business and keep the customers happy then JJ is happy. The accountant is part-time and is responsible for the entering all customers’ payment and billing information into the accounting system. You as the customer service representative are responsible for addressing customer needs, including setting up appointments, selling lawn services to inquiring customers, addressing customers’ concerns, answering phones, taking messages, and helping the field crew with client relations.

Basically on a daily basis, if JJ is no in the office there will be a message left on the customer service representative’s desk about the daily schedule and other important matters the accountant is in on Mondays and Wednesdays. The crew rarely ever stops by before going to work. They pick up the week’s schedules on Monday and call in once each day to find out any chances. JJ calls them each evening to find out about the day and JJ may or may not update them on the next day day’s schedule.

Setting for Scenario Demonstration:

- Assume that it is 8 a.m. and you have just opened the office for business and the manager JJ Edge is running late.

Company Policies and Procedures:

Hours and Appointments:

Services are provided Monday through Friday 8 a.m. until 5 p.m. and Saturdays 8 a.m. to noon. On special occasions appointments are made at other times but there is an extra charge. No business is conducted on Sundays. Crew schedules are prepared by JJ each week. All open times can be filled with special services and appointments for new customers. The appointment book is updated regularly and is left on the customer services representative’s desk. Since

the crews have regularly scheduled customer appointments, most special or additional services must be booked 24-36 hours in advance.

All basic residential lawn jobs have estimated time to complete which are listed on the Time Schedule sheet. Special series require extra time and usually need to be scheduled in advance of the client's regular appointment. For example, if a weekly customer request's having flower beds edged then according the Time Schedule sheet; this will take an extra 5 minutes per flower bed. As such the actual appointment would require more time was scheduled and the crew would be behind the rest of the day. You are responsible for handling these request and scheduling to help the client and to ensure that the crew has completed the day by as close to 5 p.m. as possible. In addition, each crew gets two unscheduled breaks (morning, and afternoon) and a scheduled half-hour lunch break. Twenty minutes travel time is scheduled into each appointment.

NEW CUSTOMERS:

New customers are given an "estimated" quote for services over the phone. However, it should be made clear that an estimated based on the customer's description of the lot size and lawn care services needed. Therefore, JJ likes to conduct "New Customer" appointments during which JJ visits the customer and determines the exact price. The initial appointment is to be scheduled for a time within 24 hours of the customer inquiry. This important since most potential customer wait until the day they need the service before they call. When a new customer agrees to meet with JJ for an estimate, the customer service representative should:

- Complete the top part of the Customer Information Sheet indicating the estimate given to the customer
- Remind the customer company policies, particularly the policy that requires advance or same day payment for the first service appointment.

New customers are given a Pricing List at the time of the New Customer appointment so that they will not be surprised about the cost of service and any additional costs that may be added if the customer's service needs change.

UNEXPECTED ADDITIONAL CHARGES:

As noted in the Pricing List, the crew leader may adjust the price for services. This is rare but can occur for reasons such as the lawn was encumbered by toys, trash, or other obstacles which required removal before mowing. In such cases, before any service is preformed, the crew leader will phone the office and ask that the customer service representative to contact the customer about the additional charges. The customer can then approve the additional charges or decline service in which case another appointment must be set. Some customer have a given a standing authorization to perform the services as needed. These customers do not have to be contacted prior to the service being proffered. However, when the bill is left with the customer a note explaining additional charges is included.

CANCELLATION OF SERVICE:

Unless a customer contact the company about canceling service, the original contract is considered in good standing and the service will continue year to year. However, a customer can cancel service at any time. JJ takes cancellations seriously and wants to know as much as possible about why the customers are canceling. He even make person call or visit with the customer.

CUSTOMER CONTRACTS:

The customer's original contract is kept on file and all information entered into the Customer Account Record. In addition, a Customer Information Sheet is completed and kept on file for each customer and potential customers. The information is updated as needed.

PAYMENT POLICIES:

2012 SkillsUSA Customer Service Finals Specifications

- Only cash or checks are accepted payment.
- Bills are left with the customer on the day of service and payment is expected within 5 days of the date of service.
- New customers must pay on the day of service while credit is being established.
- Payments not received by the fifth day will result in a \$10.00 late fee and a letter is sent to the customer.
- Payments not received within 10 days of the date of service result in additional \$5.00 late fee (\$15.00 total) and no further service is provided until the bill is paid.
- Checks returned for insufficient funds (bad check) result in \$25.00 insufficient check fee.
- Customer that have been more than 10 days late with payment or who have written a bad check are required to make payment on the day of service for the following 3 appointments to demonstrate willingness to pay within a timely manner.
- Anyone cancelling service without 24 hours of a scheduled appointment is billed a cancellation fee of \$25 dollars. The customer is informed of this charge during the New Customer Appointment with JJ and at time of setting up unscheduled services. The customer is again reminded of this fee when he/she calls to cancel. The bill is sent out immediately.

SPECIAL DEALS:

Cutting Edge appreciates referrals from customers and offers a \$10 discount to current customer that refer new customer. In addition, the customer 100th regular lawn care appointment is free.

Cutting Edge Lawn Service

Residential Price List

Basic Scheduled Lawn Maintenance Includes:

- Mowing and trimming around fence, flowerbed, driveway, and sidewalks
- Cleaning grass off sidewalks and driveway
- Customer chooses whether or not grass waste is bagged and removed

Lawn Service Charges

Scheduled	Lot Size	Grass mulched (not bagged)	Grass Waste Bagged and removed
Weekly			
	Up to 1/4 acre (normal small subdivision lot size)	\$30	\$35
	1/4 acre- 1/2 acre (normal medium subdivision lot size)	\$40	<u>\$45</u>
	1/2-1 acre (normal large subdivision lot size)	\$65	\$75
	1-2 acres (normal estate lot size)	\$90	\$100
	2-4 acres open filed	\$120	Not Available
	Greater than 4 acres open field manager will quote	\$120	Not Available
Biweekly			
	Greater than 2-4 acres open field	\$220	Not Available
	Greater than 4 acres open field manager will quote	Manager Quote	Not Available
Monthly			
	Greater than 2-4 acres open field	\$450	Not Available
	Greater than 4 acres open field manager will quote	Manager Quote	Not Available
Other Services	Setup appointment for manager to meet with client and give quote		
ADDITIONAL FEES	<p>Cancellation Fee: Cancelling service within 24 hours of appointments will result in a \$25 cancellation fee.</p> <p>Unprepared property: If lawn care specialist finds the yard is not ready for service you will be contacted of additional fees and approval to preform service.</p>		

Cutting Edge Lawn Service

Commercial Price List Weekly Service ONLY

Basic Scheduled Lawn Maintenance Includes:

- Mowing and trimming around fence, flowerbed, driveway, parking lot and sidewalks
- Cleaning grass off parking lot, sidewalks and driveway
- Yard waste will be bagged and removed from premises.

Scheduled Lawn Care Service Charges

Lot Size	Grass Waste Bagged and Hauled Off
up to 1/4 acre lot	\$60
1/4 to 1/2 acres	\$80
1/2 acre - 1 acre (normal large subdivision lot size)	\$100
1 acre - 2 acres (normal large subdivision lot size)	\$150
2-4 acres	\$200
Greater than 4 acres	Manager Quote
Other Services	Set up appointment for manager to meet with client and give quote
ADDITIONAL FEES	Cancellation Fee: Cancelling service within 24 hours of appointments will result in a \$25 cancellation fee. Unprepared property: If lawn care specialist finds the yard is not ready for service you will be contacted of additional fees and approval to preform service.

Cutting Edge Lawn Service

Time Schedules: Residential Customers

Lot	Estimated time to complete job	
	Grass Mulched (not bagged)	Grass Waste Bragged and removed
Small to 1/4 acre (normal small subdivision lot size)	20 minutes	35 minutes
1/4 acre- 1 acre (normal medium subdivision lot size)	30 minutes	35 minutes
1/2 acre - 1 acre	40 minutes	50 minutes
1-2 acres (normal estate lot size)	50 minutes	1 hour
2-4 acres open field	1.5 hours	Not Available
Greater than 4 acres open fields	Manager Quote	Not Available

Commercial Customers

Lot Size	Estimated time to complete job
Small up to 1/4 acre lot	40 minutes
Medium 1/4 to 1.5 acres	1 hour
1.5 acre - 1 acre (normal large subdivision lot size)	1.5 hours
1-2 acres normal estate lot size	2 hours
2-4 acres	2.5 hours
Greater than 4 acres	Manager will quote

Cutting Edge Lawn Service

Time Schedules: Special Services

Special Service	Estimated time to complete job
Edging sidewalk & driveways (up to 200 feet)	10 minutes
Edging sidewalk & driveways (greater than 200 feet total)	10 minutes per 200 feet
Edging flowerbeds	5 minutes per bed
Trimming shrub:	
Small sized shrub (1-3 feet tall)	2 minutes per shrub
Medium size shrub (4-6 feet tall)	5 minutes per shrub
Large size shrub (6-10 feet tall)	10 minutes per shrub

Cutting Edge Lawn Service

Special Services Price List

Special Service	Charges
Edging sidewalk & driveways (up to 200 feet)	\$15.00
Edging sidewalk & driveways (greater than 200 feet total)	\$5 (Per 100 feet)
Edging flowerbeds	\$1 per 4 square foot area
Trimming shrub:	
Small sized shrub (1-3 feet tall)	\$1.00 per shrub
Medium size shrub (4-6 feet tall)	\$2.00 per shrub
Large size shrub (6-10 feet tall) Larger than 10 feet service is not available	\$3.00 per shrub
Same day service request (other than original appointment)	\$25.00

Cutting

Edge

Lawn

Customer Accounts

Cutting Edge Lawn Service

Customer Information Sheet

Name:							
Address:							
City State:							
Zip code:							
Home phone:							
Work phone:							
Cell phone:							
Date established service:							
Directions to home:							
Type of customer	Residential			Commercial			
Residential customers only: Waste bagged and removed					YES		NO
Type of Service	Weekly		Biweekly		Monthly		Other
Lot Size	Up to 1/4 acre		1/2 – 1 acre		2-4 acre		
	1/4 -1/2 acre		1-2 acre		Greater than 4		
TO BE COMPLETED BY MANAGER IN FIELD :							
Special Services:					Quantity on Lot		
	Edging sidewalks & driveways up to 200 feet						
	Edging sidewalks & driveways up to 200 feet fee						
	Edging Flowerbeds						
	Shrub Trimming						
Special needs, concerns, wishes:							

5200 Main Shawnee, KS 66333 800-CUTTING

Cutting Edge Lawn Service

Customer Receipt

Name: _____

Address: _____

Description of Service:

Task			Total Charges
Scheduled Basic Lawn Service:			
Special Cleaning Charges:			
Task	Charges	Quantity	Total Charges
Edging sidewalk & driveways up to 200 feet	\$15.00		
Edging sidewalk * driveways over 200 feet	\$5 per 100 feet		
Edging flowerbeds	\$1 4 x 4 foot bed		
Shrub Trimming	\$1per small size shrub \$2 per medium size shrub \$3 per large size shrub		
Same-day service request	\$25.00		
Subtotal			
Discount for referrals			
Total			

Payment is due within 5 days of the date of service. Please make check out to Cutting Edge Lawn Services.

Cutting Edge Lawn Service

INVOICE

Pruitt Consulting S. Pruitt 78 Washington DeSoto , KS 66114 816-501-4200	<ul style="list-style-type: none"> Scheduled weekly service. Commercial Customer since 1996 Pruitt Consulting has been written up in the paper lately as being involved in unethical actions. June 21 at JJ's request customer service representative to call Pruitt Consulting Company to ask when the payment might be received. No response was received; JJ approved the continuation of service, but wanted a response before giving further service.
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Date of Service	Description of Service	Amount Billed	Late Charge	Amount Paid	Payment Method	Date Paid	Balance Due
4/27	Basic Weekly	\$150		\$150	Check	5/9	\$0.00
5/4	Basic Weekly edging walks and drive	\$165		\$165	Check	5/16	\$0.00
5/11	Basic Weekly and trimmed shrubs	\$175		\$0.00			\$175
5/18	Late Fee		\$10				\$185
5/25	Basic Weekly	\$150		\$335	Check	6/4	\$335
6/1	Basic Weekly + edging flowerbeds	\$166		\$166	Check	6/7	\$166
6/8	Basic Weekly	\$150		\$150	Check	6/14	\$0.00
6/15	Basic Weekly	\$150					\$150
6/20	Late fee		\$10				\$160
6/22	Basic Weekly	\$150					\$310
6/27	Late fee		\$10				\$320

Cutting Edge Lawn Service

INVOICE

<p>Mr. and Mrs. D. Roger 5600 Roe Shawnee, KS 66220 913-521-4242</p>	<ul style="list-style-type: none"> • Weekly Residential Customer since 1999 • *Standing Authorization to perform service as needed. • On May 10th letter was sent informing client about the toys and chewed up paper found in the yard. We explained this was a problem and if continued and extra charge of \$15 per week. Since May 10th yard was in same shape as indicated in letter to client to client on May 10. Extra charted for services after June 15th. • Last payment client did not pay extra fee. If not paid by next service, service will be discontinued (per JJ Edge)
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Date of Service	Description of Service	Amount Billed	Late Charge	Amount Paid	Payment Method	Date paid	Balance Due
5/10	Sent letter concerning mess in yard						
5/17	Basic Weekly	\$90		\$90	-	-	\$90
5/24	Late payment fee		\$10				\$100
5/31	Payment removed due to client advising they forgot to inform they'd be on vacation. (Approved by JJ Edge)		-\$10	\$90	Check	6/13	\$0.00
6/7	Basic Weekly	\$90		\$90	Check	6/13	\$90
6/14	Basic Weekly	\$90		\$90	Check	6/19	\$90
5/21	Basic Weekly*	\$105		\$90	Check	5/24	\$15

Cutting Edge Lawn Service

5200 Main
 Shawnee, KS 66333
 800-CUTTING

INVOICE

Gary and Joyce Kimball
 8951 Grant
 Overland Park, KS 66212
 498-2356

- Schedule weekly service for 1/2- 1 acre \$65
- Residential Customer since 2000
- Payments are charged to Debit Card each week- approved by JJ Edge

Date of Service	Description of Service	Amount Billed	Late Charge	Amount Paid	Payment Method	Date paid	Balance Due
5/24/12	Basic Weekly	\$65.00	-	\$65.00	Charge	5/27/01	\$0.00
5/31/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/03/01	\$0.00
6/7/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/10/01	\$0.00
6/13/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/16/01	\$0.00
6/20/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/23/01	\$0.00
6/28/12	Basic Weekly	\$65.00					

Cutting Edge Lawn Service

5200 Main
Shawnee, KS 66333
800-CUTTING

INVOICE

C. McKim
10321 Johnson Drive, Apt B
Shawnee, Kansas 66224
913-445-7585

- Expects service every Wednesday
- Vary particular about having a well-manicured property
- Residential Customer since 2001

Date of Service	Description of Service	Amount Billed	Late Charge	Amount Paid	Payment Method	Date paid	Balance Due
5/24/12	Basic Weekly	\$65.00	-	\$65.00	Charge	5/27/01	\$0.00
5/31/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/03/01	\$0.00
6/7/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/10/01	\$0.00
6/13/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/16/01	\$0.00
6/20/12	Basic Weekly	\$65.00	-	\$65.00	Charge	6/23/01	\$0.00
6/28/12	Basic Weekly	\$65.00					

2012 SkillsUSA
National Conference
Customer Service Finals

Cutting Edge Lawn Service- Irate Phone Call Customer

Name:

Pruitt Consulting
S. Pruitt
78 Washington
Desoto, KS 66114
816-501-4200

Your job in this competition is:

1. Call and request to speak to the manager on duty (wait around a minute).
 - **Manager should be unavailable and contestant acting as Customer Service Rep should proceed with your call.**
 - **Contestant should be assisting another customer.**
2. Request to make a payment using debit card over the phone to ensure service that scheduled for tomorrow.
 - **Only the manager JJ Edge approves debit card payment, and is currently unavailable.**
 - **You must continue with your service or you'll be fined by the property management company.**
3. Since the manager is unavailable request that you pay tomorrow after the service has been completed.
 - **A note in your account file states the owner must be made aware of your payment arrangements before proceeding with service.**
4. Instruct the contestant that if service is not scheduled you will not be responsible for the \$25 late fee as noted in company policy.
 - **Service calls canceled within 24 hours of scheduled appointment are subject to a cancellation fee.**
5. Call back shortly after speaking with the contestant and ask if the manager is now available (who isn't available). Inform the contestant you've contacted the property manager to advise the lawn may not be serviced tomorrow. Property manager advises you will have to pay a fine.
 - **Manager will not be available. You are upset and want to discontinue your business relationship with Cutting Edge Lawn care.**
 - **The manager likes to be informed when clients cancel their contracts and takes this rather seriously.**
6. In addition you will score the contestant on their performance using the provided scorecard based on the following
 - **Did the contestant greet the customers (both phone customer and irate customer)?**
 - **How was the contestant's voice (pitch, tempo, volume)?**
 - **Did the contest use proper mechanics (diction, grammar, pronunciation)?**
 - **Was the contestant polite to the customers?**

- **Did the contestant answer the question with maturity?**
- **Was the contestant enthusiastic?**
- **Did the contestant have personal salesmanship (confidant and persuasiveness)?**
- **Did the contestant actively participate?**

Cutting Edge Lawn Service- New Customer

Name:

April Newman
8951 Grant
Overland Park, KS 66212
498-1256

Your job in this competition is:

1. Enter the contestant field as new customer inquiring about Cutting Edge Lawn Service. Advise contestant you were referred by the Kimballs.
 - **There is a referral incentive for customers**
2. Inform the contestant you want the weekly service like the Kimballs but your lawn is bigger (1 to 2 acres), you want the grass waste to be bagged and removed and you require trimming of your two large shrubs.
 - **Contestant should provide you with an “estimate” of \$160 and schedule a consultation for JJ Edge Manger/Owner to survey the lawn for actual pricing of service within 24 hours of your inquiry (i.e. 7/27)**
 - **You should receive paperwork with your estimate and be asked to fill out paperwork.**
3. Inform the customer you would like this service to be performed on Saturday at 2pm.
 - **Saturday appoints after noon are scheduled on occasion but for additional charge.**

Cutting Edge Lawn Service- Customer Modification

Name:

Mr. and Mrs. D. Roger
5600 Roe
Shawnee, KS 66220
913-521-4242

Your job in this competition is:

1. Enter the store to pay your remaining balance on your account.
 - **Account balance is only \$15.**
2. Enquire about how your account had a balance due of \$15?
 - **Contestant should advise you've given prior authorization to be charged for service as needed.**
3. Ask the representative to remove the authorization from your account.
 - **Contestant should make a note an advised of doing so.**
4. Inform the customer you've forgotten your checkbook and have no cash and will have to either return at later time to pay the balance or you can pay by debit card which you have.
 - **Only the owner/manager is able to approve debit card payment.**