



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

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 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

1. Identify strategies to manage customer experience during peaks in demand.
2. Describe the use of technology in customer relationship management.
3. Demonstrate a customer service mindset.
4. Determine ways of reinforcing the company's image through employee performance.
5. Outline steps to remedy specific problems.

EVENT SITUATION

You are to assume the role of marketing specialist for SMOOTHIES & MORE, a chain of quick serve restaurants that sells smoothies and other beverages. The director of operations (judge) is concerned about the number of customers waiting at the pick-up counter caused by mobile app orders and has asked you to determine how the problem can be solved.

SMOOTHIES & MORE serves smoothies and other cold beverages. The menu features a wide variety of smoothies, sodas, iced tea, frozen drinks, juices, slushes and iced coffees. More than 20 different flavor add-ins are available. The chain has become extremely popular, especially among younger demographics.

Each location has a counter for placing orders and payment and a second counter for order pick-up. There is limited seating inside, as the majority of orders placed are to-go orders. All standalone SMOOTHIES & MORE feature a drive-thru; only those located in shopping malls or strip malls do not.

Last year the chain unveiled a new mobile app that offered users the ability to order drinks and complete payment through the app. Users select a SMOOTHIES & MORE location and are able to pick up their purchase at that location's pick-up counter. The mobile app turned out to be successful and now 27% of sales are through the mobile app.

While the success of the mobile app seemed like a win for the company, it has also caused some backlash. Pick-up counters at SMOOTHIES & MORE have become congested with customers waiting for their orders. Not only are there counter customers waiting for their orders at the pick-up counter, but mobile app customers are also waiting there. Employees at SMOOTHIES & MORE have become backlogged with counter orders, mobile orders and drive-thru orders. The congestion has led to frustrated customers, with some even cancelling their orders.

The director of operations (judge) would like you to determine how customer congestion at the pick-up counter can be solved. The director of operations (judge) wants you to determine what changes can be made in-house and to the mobile app that will alleviate congestion at the pick-up counter. The director of operations (judge) would also like you to suggest how SMOOTHIES & MORE employees can handle frustrated customers.

You will present your ideas to the director of operations (judge) in a role-play to take place in the director's (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 your ideas and have answered the director of operation's (judge's) questions, the director of operations (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. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play 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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of operations for SMOOTHIES & MORE, a chain of quick serve restaurants that sells smoothies and other beverages. You are concerned about the number of customers waiting at the pick-up counter caused by mobile app orders and have asked the marketing specialist (participant) to determine how the problem can be solved.

SMOOTHIES & MORE serves simply smoothies and other cold beverages. The menu features a wide variety of smoothies, sodas, iced tea, frozen drinks, juices, slushes and iced coffees. More than 20 different flavor add-ins are available. The chain has become extremely popular, especially among younger demographics.

Each location has a counter for placing orders and payment and a second counter for order pick-up. There is limited seating inside, as the majority of orders placed are to-go orders. All standalone SMOOTHIES & MORE feature a drive-thru, only those located in shopping malls or strip malls do not.

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waiting for their orders. Not only are there counter customers waiting for their orders at the pick-up counter, but mobile app customers are also waiting there. Employees at SMOOTHIES & MORE have become backlogged with counter orders, mobile orders and drive-thru orders. The congestion has led to frustrated customers, with some even cancelling their orders.

You would like the marketing specialist (participant) to determine how customer congestion at the pick-up counter can be solved. You want the marketing specialist (participant) to determine what changes can be made in-house and to the mobile app that will alleviate congestion at the pick-up counter. You would also like the marketing specialist (participant) to suggest how SMOOTHIES & MORE employees can handle frustrated customers.

The participant will present ideas 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. Should we test your idea in a few locations or roll it out to all locations?
2. How can we tell if your ideas to alleviate congestion at the pick-up counter are successful?

Once the marketing specialist (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the marketing specialist (participant) for the work.

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

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.

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, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify strategies to manage customer experience during peaks in demand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the use of technology in customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Outline steps to remedy specific problems?	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						