



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain the nature of customer service in the hospitality and tourism industry.
2. Explain the nature of guest recovery.
3. Handle customer/client complaints.
4. Explain the principles of supply and demand.
5. Demonstrate awareness of capabilities and limitations of the operation.

CASE STUDY SITUATION

You are the director of operations for LITE LUNCH, a chain of fast-casual restaurants. The chain has over 400 locations and its menu features soups, salads and sandwiches. Most of the menu items are approved for special diets, including low-calorie, low-fat, gluten-free and vegan options.

LITE LUNCH is a favorite among working Millennials. During the lunch hours of 11:00AM – 2:00PM, the restaurant sees the highest volume of customers. Due to its fast-casual nature, orders are ready quickly; however, the ambiance is sophisticated.

Since the chain opened in 2010, it has added new menu items periodically, but has never removed a menu item, until two months ago. The Cuban sandwich was a specialty sandwich that contained roasted pork, ham, Swiss cheese, pickles and mustard. Throughout all 400 locations, the Cuban sandwich has had the poorest sales of any LITE LUNCH menu item. Due to the high cost of the roasted pork, which was only used in the Cuban sandwich, executives decided to remove the sandwich from all LITE LUNCH menus.

Since the removal of the Cuban sandwich from the menu two months ago, customer complaints have been coming in via social media, the LITE LUNCH corporate website and at individual LITE LUNCH locations. Customers are upset that the menu item is no longer available. It seems the menu item with the poorest sales had a fan club.

YOUR CHALLENGE

The senior vice president wants you to determine how to handle the influx of customer complaints due to the removal of the Cuban sandwich from the LITE LUNCH menu. The senior vice president is open to all suggestions, but does not want to permanently add the Cuban sandwich back to the menu due to the high cost of roasted pork.

The senior vice president wants you to explain how the 400 LITE LUNCH restaurant managers can appease angry customers when faced with both verbal and written complaints locally.

You will present your recommendations to the senior vice president in a meeting to take place in the senior vice president's office. The senior vice president may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT, 2019**

Participant: _____

JUDGE'S EVALUATION FORM
Sample Event

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of customer service in the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of guest recovery?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Handle customer/client complaints?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the principles of supply and demand?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate awareness of capabilities and limitations of the operation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						