



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

FOOD MARKETING 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 demonstrate the 21st Century Skills and 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

- Explain the nature of positive customer relations.
- Demonstrate a customer-service mindset.
- Handle customer/client complaints.
- Determine ways of reinforcing the company's image through employee performance.
- Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of the assistant store manager for ROYAL MARKET, one of three grocery store chains in a city of 150,000 people. The general manager (judge) has asked you how to best respond to customer complaints while still delivering excellent customer service and unique services.

ROYAL MARKET continuously looks for ways to stand apart from its competition. Six months ago, ROYAL MARKET launched curbside pickup service for its customers. Customers place grocery orders online or through the ROYAL MARKET app, choose a pickup time and pull into the designated curbside pickup parking spaces. ROYAL MARKET employees then place the grocery items into the customers' vehicles. ROYAL MARKET is the only grocery store in the city that provides curbside pickup services.

While ROYAL MARKET curbside pickup customers have raved about the new service, in-store customers have filed many complaints. The popularity of the curbside service requires ROYAL MARKET employees to shop for curbside customers throughout the store's hours of operation. Employees wheel an extremely large shelf that can hold multiple customers' orders throughout the aisles of the store, placing the products on customers' shopping lists onto the shelf. In-store customers complain that the large wheeled shelves take up too much space in the aisles, block products from view and ROYAL MARKET employees manning the large shelves are not kind or courteous about moving or in answering customer questions.

In-store customers complain that the new curbside pickup service has negatively impacted their shopping experience. The general manager (judge) has asked you to determine the best way to respond to customer complaints and determine changes that need to be made to the curbside pickup service that will allow for excellent customer service for both in-store and curbside customers.

You will present your ideas to the manager (judge) in a role-play to take place in the manager's (judge's) office. The manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the general manager for ROYAL MARKET, one of three grocery store chains in a city of 150,000 people. You have asked the assistant store manager (participant) how to best respond to customer complaints while still delivering excellent customer service and unique services.

ROYAL MARKET continuously looks for ways to stand apart from its competition. Six months ago, ROYAL MARKET launched curbside pickup service for its customers. Customers place grocery orders online or through the ROYAL MARKET app, choose a pickup time and pull into the designated curbside pickup parking spaces. ROYAL MARKET employees then place the grocery items into the customers' vehicles. ROYAL MARKET is the only grocery store in the city that provides curbside pickup services.

While ROYAL MARKET curbside pickup customers have raved about the new service, in-store customers have filed many complaints. The popularity of the curbside service requires ROYAL MARKET employees to shop for curbside customers throughout the store's hours of operation. Employees wheel an extremely large shelf that can hold multiple customers' orders throughout the aisles of the store, placing the products on customers' shopping lists onto the shelf. In-store customers complain that the large wheeled shelves take up too much space in the aisles, block products from view and ROYAL MARKET employees manning the large shelves are not kind or courteous about moving or in answering customer questions.

In-store customers complain that the new curbside pickup service has negatively impacted their shopping experience. You have asked the assistant store manager (participant) to determine the best way to respond to customer complaints and determine changes that need to be made to the curbside pickup service that will allow for excellent customer service for both in-store and curbside customers.

The participant will present information 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. Why is it important to demonstrate positive customer relations to curbside pickup customers?

2. How do we communicate any changes you have recommended to our staff?

Once the assistant store manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the assistant store manager (participant) for the work.

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

EVALUATION INSTRUCTIONS

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 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 director 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.



**FOOD MARKETING SERIES
2021**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2 - VIRTUAL**

Participant: _____

**INSTRUCTIONAL AREA:
Customer Relations**

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Handle customer/client complaints?	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.	Identify product's/service's competitive advantage?	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						