



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Customer Relations

## **QUICK SERVE RESTAURANT MARKETING SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Describe strategies for managing customer dynamics.
- Identify company's brand promise.
- Explain the importance of meeting and exceeding customer/guest expectations.
- Determine ways of reinforcing the company's image through employee performance.
- Demonstrate a customer-service mindset.

## **EVENT SITUATION**

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You are to assume the role of a district manager for TOP CHICKEN, a quick serve restaurant chain that features fried and grilled chicken products along with side items. You will be meeting with a TOP CHICKEN store manager (judge) to demonstrate how the location can still provide high level customer service with a big operational change.

TOP CHICKEN employees are trained to answer customer requests with the phrase, “I’d love to,” and to always wear a smile. Front line employees train on customer service practices each month to ensure that their positive attitudes reflect the TOP CHICKEN brand. All locations are equipped with six point of sale (POS) registers that employees use to place orders and collect payment.

The TOP CHICKEN locations you oversee will soon see operational changes and remodels that will replace the six POS registers with self-serve kiosks. Customers will use the kiosks to place orders and make credit card or debit card payments themselves. Customers wanting to pay with cash will proceed to the one and only POS register manned by an employee.

You want to ensure that each TOP CHICKEN location still provides top level customer service, even with the addition of the self-serve ordering kiosks. You will meet with one of your store managers (judge) to demonstrate how employees can provide high level customer service practices, keep the customer dynamic strong and reinforce the company brand promise.

You will present your ideas to the store manager (judge) in a role-play to take place in the store manager’s (judge’s) office. The store 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 store manager’s (judge’s) questions, the store manager (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of a store manager for TOP CHICKEN, a quick serve restaurant chain that features fried and grilled chicken products along with side items. You will be meeting with your TOP CHICKEN district manager (participant) for a demonstration on how the location can still provide high level customer service with a big operational change.

TOP CHICKEN employees are trained to answer customer requests with the phrase, “I’d love to,” and to always wear a smile. Front line employees train on customer service practices each month to ensure that their positive attitudes reflect the TOP CHICKEN brand. All locations are equipped with six point of sale (POS) registers that employees use to place orders and collect payment.

The TOP CHICKEN locations you oversee will soon see operational changes and remodels that will replace the six POS registers with self-serve kiosks. Customers will use the kiosks to place orders and make credit card or debit card payments themselves. Customers wanting to pay with cash will proceed to the one and only POS register manned by an employee.

The TOP CHICKEN locations in the district will soon see operational changes and remodels that will replace the six POS registers with self-serve kiosks. Customers will use the kiosks to place orders and make credit card or debit card payments themselves. Customers wanting to pay with cash will proceed to the one and only POS register manned by an employee.

The district manager (participant) wants to ensure that each TOP CHICKEN location still provides top level customer service, even with the addition of the self-serve ordering kiosks. The district manager (participant) will meet with you to demonstrate how employees can provide high level customer service practices, keep the customer dynamic strong and reinforce the company brand promise.

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. What if customers do not want to use the self-serve order kiosks?
2. How does this change affect our staffing?
3. Explain why we should or should not notify our customers of this upcoming change before it happens?

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

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

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**QUICK SERVE RESTAURANT MANAGEMENT SERIES  
2021**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #1 - VIRTUAL

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Customer Relations

ID Number: \_\_\_\_\_

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe strategies for managing customer dynamics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the importance of meeting and exceeding customer/guest expectations?	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.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						