



CAREER CLUSTER

Business Management & Administration

CAREER PATHWAY

Human Resources Management

INSTRUCTIONAL AREA

Customer Relations

HUMAN RESOURCES 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 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

- Coach others.
- Demonstrate a customer-service mindset.
- Reinforce service orientation through communication.
- Determine ways of reinforcing the company’s image employee performance.
- Document employee issues and recommend solutions.

EVENT SITUATION

You are to assume the role of the human resources manager at SWIRL, a department store located in a medium-sized city. You will be meeting with an employee (judge) that has had numerous complaints about poor customer service to recommend solutions.

The employee (judge) began working in the children's department of SWIRL two months ago. The employee (judge) was hired due to a background in retail. Since the employee (judge) was hired, there have been four reports of poor customer service. Recently, the general manager overheard the employee (judge) tell a customer, "You're wrong," after the customer mistakenly thought an item was on sale.

The general manager is concerned because while all necessary training has been completed, the employee (judge) still does not have a good understanding of customer relations.

The general manager has asked you to speak with the employee (judge) and explain how to properly demonstrate a customer-service mindset and how employee actions reinforce SWIRL's image. The general manager also wants you to discuss any repercussions and/or solutions to the ongoing issues with the employee (judge).

You will explain customer relations to the employee (judge) in a role-play to take place in your office. The employee (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the employee's (judge's) questions, the employee (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 an employee at SWIRL, a department store located in a medium-sized city. You have had numerous complaints about poor customer service and will be meeting with the human resources manager (participant) regarding the complaints and solutions.

You began working in the children's department of SWIRL two months ago. You were hired due to your background in retail. Since you were hired, there have been four reports of poor customer service. Recently, the general manager overheard you tell a customer, "You're wrong," after the customer mistakenly thought an item was on sale.

The general manager is concerned because while all necessary training has been completed, you still do not have a good understanding of customer relations.

The general manager has asked the human resources manager (participant) to speak with you and explain how to properly demonstrate a customer-service mindset and how employee actions reinforce SWIRL's image. The general manager also wants the human resources manager (participant) to discuss any repercussions and/or solutions to the ongoing issues with you.

The participant will present information to you in a role-play to take place in the participant's 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. If a customer is wrong, why is it bad for me to tell them they are wrong?
2. How can positive customer relations lead to more sales?

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



**HUMAN RESOURCES MANAGEMENT SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Coach others?	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.	Reinforce service orientation through communication?	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.	Document employee issues and recommend solutions?	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						