



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 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

- Determine strategies for resolving customer-service situations.
- Describe strategies for managing customer dynamics.
- Determine ways of reinforcing the company's image through employee performance.
- Demonstrate a customer service mindset.
- Demonstrate connections between company actions and results.

EVENT SITUATION

You are to assume the role of the assistant manager for MORE BURGER, a fast-food restaurant specializing in burgers. The general manager (judge) wants you to determine strategies that MORE BURGER employees can use to resolve customer-service situations.

MORE BURGER, like other businesses in the service industry, is not fully staffed. The employees work many different positions depending on the need. While the general manager (judge) emphasizes quality control, mistakes do happen.

Yesterday an angry drive thru customer returned to MORE BURGER because half of the order was missing. Earlier today, a customer was irritated because the two burgers ordered plain were fully dressed. In both instances the MORE BURGER employee simply said, “Sorry” and fixed the order.

The general manager (judge) wants you to determine strategies that employees can use to resolve customer-service situations in addition to simply apologizing. The strategies should not only resolve a poor customer service situation, but also result in the unhappy customers leaving with a positive attitude about the experience and MORE BURGER.

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager’s (judge’s) office. The general 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 general manager’s (judge’s) questions, the general 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 MORE BURGER, a fast-food restaurant specializing in burgers. You want the assistant manager (participant) to determine strategies that MORE BURGER employees can use to resolve customer-service situations.

MORE BURGER, like other businesses in the service industry, is not fully staffed. The employees work many different positions depending on the need. While you emphasize quality control, mistakes do happen.

Yesterday an angry drive thru customer returned to MORE BURGER because half of the order was missing. Earlier today, a customer was irritated because the two burgers ordered plain were fully dressed. In both instances the MORE BURGER employee simply said, “Sorry” and fixed the order.

You want the assistant manager (participant) to determine strategies that employees can use to resolve customer-service situations in addition to simply apologizing. The strategies should not only resolve a poor customer service situation, but also result in the unhappy customers leaving with a positive attitude about the experience and MORE BURGER.

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 shouldn't the expectation be that the employees stop making mistakes?
2. How can we tell if an angry customer is leaving with a positive experience?

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



**QUICK SERVE RESTAURANT MANAGEMENT SERIES
2023**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine strategies for resolving customer-service situations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe strategies for managing customer dynamics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	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	
4.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate connections between company actions and results?	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						