NEW YORK STATE ASSOCIATION

FUTURE BUSINESS LEADERS OF AMERICA

CLIENT SERVICE

2013 SLC FINAL

**PARTICIPANT INSTRUCTIONS**

1. You have 10 minutes to review the case.
2. Presentation time is five minutes. At four minutes, the timekeeper will stand and at five minutes, the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentation. A judge will play the role of a Big Box Department Store customer. You will pay the role of the customer service representative for Big Box Department Store’s national office.
4. Each participant will be given two note cards.
5. Be prepared to answer questions posed by the judges.

**PERFORMANCE INDICATORS**

* Logical solution is selected and presented with positive and negative aspects of its implementation given
* Thoughts and statements are well organized and clearly stated; appropriate business language is used
* Ability to effectively communicate with customer
* Explains an effective, efficient, and spontaneous action for customer service
* Provides efficient, accountable customer service
* Exhibits good decision-making and problem-solving skills

**CASE STUDY SITUATION**

You work for Big Box Department Stores, a nationwide company offering a wide variety of items: clothing, small appliances, household items, furniture, and jewelry. The company has 500 stores, mails catalogs to customers, and maintains a top-rated online shopping website. The company’s strives for excellent customer service. You are authorized to offer store credit, if you feel the situation is appropriate and will satisfy the customer.

You will be answering a call for a customer (judge). After introductions, you should “greet the customer” with the following greeting:

“Thank you for calling Big Box Department Store. My name is \_\_\_\_\_\_\_\_\_ (your name). How may I help?”

**2013 SLC FBLA CLIENT SERVICE**

**FINAL CASE STUDY**

**JUDGES’ NOTES**

**JUDGING THE PRESENTATION**

1. This is a role-playing event with you acting as an irate Big Box Department Store customer.
2. Review the “Judges’ Instructions” and the “Case Study Situation.” You may have one judge serve as the customer and ask questions, or each judge may vary the problem and ask questions. Remember, what you do for one presentation, must be done for all presentations.
3. After introductions, you need to explain the reason for the visit and ask for the difference added back onto your debit card.
4. This is an interactive problem, so treat the presentation as a conversation. Time allowed is five minutes.
5. You will close the event.
6. Complete the rating sheet.

**JUDGES’ INSTRUCTIONS**

In this performance, the judge will assume the role of a Big Box Department Store customer.

This morning you were at the local Big Box Department Store looking at lamps for your living room. You spent about 15 minutes asking the salesperson questions about the quality, price, and features of several different lamps. The more questions you asked, the more annoyed the salesperson seemed to get with you – sighing and rolling his/her eyes. When you decided on a lamp, the salesperson whispered “finally” and walked with you up to the register. After you paid for the lamp and were leaving the department, you heard the salesperson tell another salesperson, “I thought he/she would never make up their mind. Can you believe he/she bought the ugliest lamp we sell?! What a pain that sale was!” and started laughing. Other customers heard the salespeople.

You are a long-time customer of the Big Box Department Store and have never heard employees be so rude. You feel that, not only is it wrong for the employees to talk about customers, but these salespeople were belittling you in front of other customers. You are extremely annoyed, angry, and disgusted by their behavior. As you leave the store, you seek out the store manage only to be told that she “feels that you may have misheard the salespeople. My people would never do anything like that.” You feel the best way to deal with this problem is to inform the corporate office to reprimand the salespeople and store manager. But you also feel that you were not valued as a customer and want to feel valued again.