



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Customer Relations

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

- 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 role-play your situation with a judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all your notes and event materials when you have completed the role-play.

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

1. Discuss the nature of customer relationship management.
2. Describe the use of technology in customer relationship management.
3. Build and maintain relationships with customers.
4. Create methods to market materials.
5. Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of director of marketing for MR. BURGER, the second most popular burger chain. The senior vice president (judge) has asked you to create a MR. BURGER loyalty program that will engage customers and increase same store sales.

Throughout its thirty-five year history, MR. BURGER has never reached its goal of being the top burger chain in sales or popularity. MR. BURGER continues to stall at second place year after year. The senior vice president (judge) feels that a focus on marketing rather than product could give MR. BURGER the push it needs to achieve the number one position.

The senior vice president (judge) has seen the success of customer loyalty programs at coffee shops and donut shops worldwide. Customers sign up for free membership and earn points for each coffee or donut purchased and once a set number is accrued, the customer is rewarded. The senior vice president (judge) feels that a customer loyalty program could be beneficial to MR. BURGER, but is unsure how a loyalty program would work when customers opt to order complete meals at MR. BURGER rather than the single items ordered at coffee shops and donut shops.

The senior vice president (judge) has asked you to create a customer loyalty program for MR. BURGER. You must include the following when creating the program:

- name of customer loyalty program;
- methods to join the program;
- how points are earned;
- types of rewards and how they are achieved.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of senior vice president for MR. BURGER, the second most popular burger chain. You have asked the director of marketing (participant) to create a MR. BURGER loyalty program that will engage customers and increase same store sales.

Throughout its thirty-five year history, MR. BURGER has never reached its goal of being the top burger chain in sales or popularity. MR. BURGER continues to stall at second place year after year. The senior vice president (judge) feels that a focus on marketing rather than product could give MR. BURGER the push it needs to achieve the number one position.

You have seen the success of customer loyalty programs at coffee shops and donut shops worldwide. Customers sign up for free membership and earn points for each coffee or donut purchased and once a set number is accrued, the customer is rewarded. You feel that a customer loyalty program could be beneficial to MR. BURGER, but are unsure how a loyalty program would work when customers opt to order complete meals at MR. BURGER rather than the single items ordered at coffee shops and donut shops.

You have asked the director of marketing (participant) to create a customer loyalty program for MR. BURGER. The director of marketing (participant) must include the following when creating the program:

- name of customer loyalty program;

- methods to join the program;
- how points are earned;
- types of rewards and how they are achieved.

The director of marketing (participant) will present the customer loyalty program to you in a role-play to take place in your office. You will begin the role-play by greeting the director of marketing (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 is the best way to promote the new customer loyalty program?
2. How will your loyalty program help same store sales?
3. What demographic will be the primary target of this program?

Once the director of marketing (participant) has presented the customer loyalty program and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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, 2016

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2016

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the use of technology in customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Create methods to market materials?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss motivational theories that impact buying behavior?	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						