



OCCUPATIONAL CATEGORY
Hotel and Lodging Management Series

INSTRUCTIONAL AREA
Emotional Intelligence

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Handle customer/client complaints.
2. Explain the nature of positive customer/client relations.
3. Reinforce a service orientation through communication.
4. Evaluate a customer's experience.
5. Establish a relationship with the customer.

EVENT SITUATION

You are to assume the role of front desk clerk at THE ROYAL HOTEL a popular hotel with local business travelers. A hotel guest (judge) has just approached the front desk to check out and is visibly upset.

THE ROYAL HOTEL is a select service hotel located between a busy airport and a city with a population of approximately 100,000. A loyal customer who stays at the hotel more than 50 nights a year has just completed a weeklong business meeting held in the hotel boardroom. The guest has approached the front desk and informed you that he/she did not receive a wake-up call and as a result will miss a flight scheduled to depart in 30 minutes. The guest has an important meeting in another city later that afternoon. In addition, the guest has a rental car to return to a location quite a distance from the airport. The wake-up call was scheduled for 6:00 a.m., and it is now 7:45 a.m. The guest wants you to explain why he/she did not receive a wake-up call and what you will do to take care of the problem. You know that you must make the guest happy or risk losing business in both lodging and event bookings.

The hotel uses an automated wake-up call system. The front desk clerk who works the night shift is responsible for setting wake-up calls for the next morning. When you check the guest's records, you notice that there was no wake-up call set for this morning. Your hotel has a policy that every associate is empowered to take care of the guest's needs. Although you are not directly responsible for the missed wake-up call, you must attempt to satisfy the guest. THE ROYAL HOTEL's company policy in dealing with guest problems includes the following steps:

1. Listen to the guest.
2. Empathize with the guest.
3. Apologize to the guest for the hotel's mistake.
4. React to the situation and make the guest happy.
5. Notify the managers of the situation so it won't happen again.

You will deal with the guest's (participant's) difficulties in a role-play to be held at the front desk. The guest (judge) will begin the role-play by greeting you and complaining that he/she did not receive a wake-up call. After you have taken care of the guest (judge) and have answered the guest's (judge's) questions, the guest (judge) will conclude the role-play by thanking you for your response.

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 and Performance Indicators
2. Event Situation
3. 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.
4. Judge's Evaluation Instructions and 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 guest at THE ROYAL HOTEL, a popular hotel with business travelers. You will complain to the front desk clerk (participant) that you did not receive a wake-up call.

THE ROYAL HOTEL is a select service hotel located between a busy airport and a city with a population of approximately 100,000. You are a loyal customer of the hotel who stays more than 50 nights a year. In addition, you regularly eat in the hotel restaurant and schedule meetings in the hotel event space. You have just finished a challenging weeklong business meeting held in the hotel boardroom. This morning you had a wake-up call scheduled for 6:00 a.m. You did not receive the wake-up call and as a result woke up at 7:30 a.m.; it is now 7:45 a.m. Your flight is scheduled to leave in 30 minutes, and you have a very important meeting in another city later that afternoon. In addition, you have a rental car to return and the return location is quite a distance from the airport.

You are extremely upset with the hotel. You want an explanation of why you did not receive a wake-up call and what the hotel intends to do about the situation. You are prepared to take your business elsewhere.

The hotel uses an automated wake-up call system. The front desk clerk who works the night shift is responsible for setting wake-up calls for the next morning. When the front desk clerk (participant) checked your records, he/she noticed that there was no wake-up call set for this morning. The hotel has a policy that every associate is empowered to take care of the guest's needs. Although the front desk clerk (participant) is not directly responsible for the missed wake-up call, he/she must attempt to satisfy you.

THE ROYAL HOTEL's company policy in dealing with guest problems includes the following steps:

1. Listen to the guest.
2. Empathize with the guest.
3. Apologize to the guest for the hotel's mistake.
4. React to the situation and make the guest happy.
5. Notify the managers of the situation so it won't happen again.

In the past THE ROYAL HOTEL has always provided excellent service. You enjoy staying at the hotel and the convenience of scheduling meetings in the hotel's event space. The associates in the hotel are friendly and show you the recognition you feel you deserve as a loyal guest.

You will deal with the front desk clerk (participant) in a role-play to take place at the front desk. You will begin the role-play by greeting the front desk clerk (participant) and explaining your situation.

During the course of the role-play you are to ask the following questions of all the participants:

1. What steps will you take so that this problem will not happen in the future?
2. Who is responsible for setting the wake-up calls?
3. Who will take care of my extra airline and rental car charges?

After the front desk clerk (participant) has responded to the situation and answered your questions, you will conclude the role-play by thanking the front desk clerk (participant) for his/her response.

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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

HLM-07
Event 2

DID THE PARTICIPANT:

1. Handle customer/client complaints?

Little/No Value 0, 2 Attempts at handling customer/client complaints were weak or ineffective.	Below Expectations 4, 6, 8 Adequately handled customer/client complaints.	Meets Expectations 10, 12, 14 Effectively handled customer/client complaints.	Exceeds Expectations 16, 18 Very effectively handled customer/client complaints.
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2. Explain the nature of positive customer/client relations?

Little/No Value 0, 2 Attempts at explaining the nature of positive customer/client relations were weak or ineffective.	Below Expectations 4, 6, 8 Adequately explained the nature of positive customer/client relations.	Meets Expectations 10, 12, 14 Effectively explained the nature of positive customer/client relations.	Exceeds Expectations 16, 18 Very effectively explained the nature of positive customer/client relations.
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3. Reinforce service orientation through communication?

Little/No Value 0, 2 Attempts at reinforcing a service orientation through communication were weak or ineffective.	Below Expectations 4, 6, 8 Adequately reinforced a service orientation through communication.	Meets Expectations 10, 12, 14 Effectively reinforced a service orientation through communication.	Exceeds Expectations 16, 18 Very effectively reinforced a service orientation through communication.
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4. Evaluate customer experience?

Little/No Value 0, 2 Attempts at evaluating a customer's experience were weak or ineffective.	Below Expectations 4, 6, 8 Adequately evaluated a customer's experience.	Meets Expectations 10, 12, 14 Effectively evaluated a customer's experience.	Exceeds Expectations 16, 18 Very effectively evaluated a customer's experience.
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5. Establish a relationship with the customer?

Little/No Value 0, 2 Attempts at establishing a relationship with the customer were weak or ineffective.	Below Expectations 4, 6, 8 Adequately established a relationship with the customer.	Meets Expectations 10, 12, 14 Effectively established a relationship with the customer.	Exceeds Expectations 16, 18 Very effectively established a relationship with the customer.
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6. Overall impression and response to the judge's questions:

Little/No Value 0, 1 Demonstrated few skills; could not answer the judge's questions.	Below Expectations 2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Meets Expectations 5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	Exceeds Expectations 8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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Judge's Initials _____

TOTAL SCORE _____