



## Customer Service (National-Level Contest)

### General Regulations

See General Regulations, pages 2–6.

### Purpose

To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of customer service

### Clothing Requirement

SkillsUSA official attire or clothing that is appropriate for an interview should be worn.

### Eligibility

Open to all active SkillsUSA members who meet the requirements in the Scope of the Contest

### Equipment and Materials

#### 1. Supplied by the technical committee:

- a. Workspace with table, chair, computer, telephone, and customer reception area
- b. Flip chart and markers
- c. Telephone log and telephone directory

#### 2. Supplied by the contestant:

- a. One-page, typewritten résumé
- b. No. 2 pencils
- c. Pens
- d. Paper (legal pad or spiral notebook)
- e. Hand-held nonprogrammable calculator (**Note:** Cell phone calculators are not permitted.)

### Scope of the Contest

1. This contest will evaluate a student's proficiency in providing customer service. The contest will involve live, role-playing situations. Contestants will demonstrate their ability to perform customer service skills selected by contest officials from the following list of competencies:
  - a. Communications
    - i. Demonstrate effective verbal communication.
    - ii. Demonstrate effective written communication.
    - iii. Demonstrate basic computer keyboarding and computer skills in Microsoft Word.
    - iv. Demonstrate effective listening skills and show sincere interest.
    - v. Speak in a clear, understandable manner.
  - b. Business Etiquette
    - i. Demonstrate a confident handshake, as well as a proper greeting and personal introductions.
    - ii. Demonstrate confidence and a positive personal image.
    - iii. Demonstrate professional grooming in dress and personal hygiene.
    - iv. Make a formal introduction.
  - c. Problem Solving
    - i. Demonstrate brainstorming techniques.
    - ii. Discuss implementation of solutions and costs involved with choosing a solution.
    - iii. Discuss the need for follow-up and modification.
    - iv. Demonstrate conflict-resolution skills.



d. Telephone Skills

- i. Demonstrate ability to receive incoming calls.
- ii. Demonstrate ability to handle basic customer service functions.
- iii. Demonstrate basic phone functions:
  - Using proper answering techniques
  - Transferring calls
  - Conferencing phone calls
  - Placing callers on hold
  - Terminating calls
  - Using proper log-in and log-out procedures
- iv. Apply skills to role-play service applications. Contestants will be presented with live scenarios in which "customers" require assistance. This assistance may involve one or more of the following situations:
  - a request for information
  - a complaint
  - an appointment scheduling
  - account inquiries and problems
  - product/service information requests
  - other customer issues/concerns

2. Each contestant will be given the same scenario(s) and the same amount of time. Total time will be 15-to-20 minutes. A scenario will likely involve multiple situations occurring simultaneously (e.g., one customer may be engaged in a telephone conversation with the contestant while another customer is walking through the door for face-to-face interaction). Contestants must report to the contest area 30 minutes prior to their scheduled reporting time.

**Rating Sheet**

Please refer to Appendix A for the "Customer Service Rating Sheet."