

CUSTOMER SERVICE NYS



PURPOSE

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

ELIGIBILITY

Open to all active SkillsUSA members.

CLOTHING REQUIREMENT

NYS Official attire for men: Official red blazer, NYS black/red windbreaker, the older national windbreaker or older red sweater; and the Black Carhartt Jacket from Nationals (personal identification concealed). Black dress slacks; white dress shirt; plain black tie with no pattern or a SkillsUSA black tie. Black socks and black shoes.

NYS Official attire for women: Official red blazer, NYS black/red windbreaker, the older national windbreaker or older red sweater; and the Black Carhartt Jacket from Nationals (personal identification concealed). Black dress slacks or skirt with businesslike white, collarless blouse or white blouse with small plain collar that may not extend onto the lapels of the blazer. Black sheer or skin-tone hose and black shoes, that are not backless or open toe.

Note: Contestants must wear their contest clothing to the contest orientation meeting.

EQUIPMENT AND MATERIALS

- Supplied by the NY chair/committee:
 - Workspace with table, chair, computer, telephone and customer reception area
 - Flip chart and markers
 - Telephone log, telephone directory
- Supplied by the contestant:
 - Pencil and ballpoint pen
 - Paper (legal pad or spiral notebook)
 - Calculator (nonprogrammable)

All competitors must create a one-page resume and submit a hard copy to the chair/contest committee at orientation. Failure to do so will result in a 10-point penalty.

Note: Your contest may also require a hard copy of your résumé as part of the actual contest. Check the Contest Guidelines and/or the updates page on the NYS SkillsUSA Web site:
<http://www.nysskillsusa.org/>

SCOPE OF THE CONTEST

Knowledge Performance

The contest involves a written knowledge test. Knowledge of the competencies outlined below will be assessed during the written knowledge test. Written assessments may also be given during the skill performance portion of the contest.

Skill Performance

The contest involves live, role-playing situations that demonstrate the ability to perform customer service skills selected from the following list of competencies as determined by the SkillsUSA NYS Conference Committee.

CONTEST GUIDELINES

- Each contestant will be given the same scenario(s) and the same amount of time. Total time will be 15 to 20 minutes.
- Contestants will be required to attend an orientation meeting where a written test will be given. At this meeting, contestants will draw for reporting times.
- Contestants must report to the contest area 30 minutes prior to their scheduled reporting time to check in with contest officials and receive final instructions.
- Contestants should expect to use all aspects of the skills listed in Standards and Competencies. 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).

5. Judges will serve in the role of the customer(s).

Standards and Competencies

CUS 1.0 — Demonstrate ability to communicate effectively

- 1.1 Display effective written communication
- 1.2 Demonstrate effective verbal communication
- 1.3 Employ basic computer keyboarding and computer skills in Microsoft Word
- 1.4 Exhibit good listening skills and show sincere interest
- 1.5 Speak in a clear, understandable manner

CUS 2.0 — Exhibit professional demeanor and business etiquette in customer service scenarios

- 2.1 Display a confident handshake, proper greeting, and personal introductions
- 2.2 Show confidence and a positive personal image
- 2.3 Show good grooming in dress and personal hygiene
- 2.4 Make a formal introduction
- 2.5 Use proper diction, grammar and pronunciation
- 2.6 Maintain politeness at all times
- 2.7 Exhibit poise, eye contact and professional mannerisms
- 2.8 Show enthusiasm in meeting customer needs
- 2.9 Display self-confidence and persuasiveness
- 2.10 Answer questions maturely

CUS 3.0 — Solve problems common in customer service work

- 3.1 Demonstrate brainstorming techniques
- 3.2 Discuss implementation of solutions and costs involved with choosing a solution
- 3.3 Explain the need for follow-up and modification
- 3.4 Apply conflict resolution skills

CUS 4.0 — Act out proper telephone operating techniques in roleplay scenarios

- 4.1 Demonstrate ability to receive incoming

calls

- 4.2 Handle basic customer service functions

- 4.3 Use basic phone functions

- 4.3.1 Answer telephone properly
- 4.3.2 Transfer calls successfully
- 4.3.3 Participate in a conference call
- 4.3.4 Place callers on hold
- 4.3.5 Terminate calls professionally
- 4.3.6 Complete login and logout procedures accurately

- 4.4 Apply skills to role-play service applications

- 4.4.1 Respond to a request for information
- 4.4.2 Manage a customer complain
- 4.4.3 Schedule appointments
- 4.4.4 Respond to account inquires and problems
- 4.4.5 Respond to product/service information requests
- 4.4.6 Address any customer issues or concerns