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 REQUIREMENTS
NYS Official attire
- Red SkillsUSA blazer, windbreaker, or sweater, or black or red SkillsUSA jacket. Also, the NYS SkillsUSA red/black jacket.
- Button-up collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer sweater windbreaker or any jacket.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose)
- Black dress shoes - no open back or open toed shoes

Note: Contestants must wear their official contest clothing to the contest orientation meeting. Also bring #2 pencil, resume, and safety assurance form.

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, telephone directory
2. Supplied by the contestant:
   a. Pencil and ballpoint pen
   b. Paper (legal pad or spiral notebook)
   c. Calculator (nonprogrammable)
   d. All competitors must create a one-page résumé and submit a hard copy to the technical committee chair at orientation. Failure to do so will result in a 10-point penalty.

“Note: Your resume may be judged as part of your 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 Championships technical committee.

Contest Guidelines
1. Each contestant will be given the same scenario(s) and the same amount of time. Total time will be 15 to 20 minutes.
2. 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.
3. 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.
4. 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 complaint
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

CUS 5.0 — SkillsUSA Framework

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. Please reference the graphic above, as you may be scored on specific elements applied to your project. For more, visit: www.skillsusa.org/about/skillsusa-framework/