CUSTOMER SERVICE (VIRTUAL)

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 SkillsUSA Official Attire
- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA 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 to extend into the lapel area of the blazer, sweater, windbreaker or jacket.
- Black dress slacks (accompanied by black slacks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-seamless hose).
- Black dress shoes.
- No identification of the contestant, school is allowed on clothing.
- No offensive, vulgar or inappropriate images or text are allowed on contestants clothing.
- No shorts or sleeveless shirts are allowed.
- Skirts must be at least knee-length.
- Proper Personal Protective Equipment (PPE) must be worn by contestant to meet all state, local and school requirements due to COVID-19.
- Scoring deductions may only be given and/or disqualification of contestant if clothing safety standards are not met.

EQUIPMENT AND MATERIALS
Supplied by the contestant:
1. Computer with high-speed internet capability and camera to use applications such as Zoom, Teams, etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on-demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link: https://www.speedtest.net/. Allow the page to load and click on GO.
2. A secondary camera(s) may be required to provide judges with the ability to view contestants from different angles. Additional camera requirements will be located on the NYS SkillsUSA website.
3. A contest Proctor will be required to be on site to assist judges. A local industry expert is preferred to serve as the Proctor and shall not be an individual that has been involved with the training of the contestant(s). The Proctor will serve as the onsite "hands and eyes" for the judges. Proctor will follow instructions from the judges for safety and operations related to the competition. Proctor may be asked by judges to perform several tasks such as operating a portable camera to show specific components or steps, measure parts, or any task that will provide judges with information needed to assist in
accurate scoring of the contestants work or presentation. However, the Proctor shall not serve as a judge nor have any influence in contestant scores.  
4. The contestants instructor or advisor shall be on site to observe all competition activities to ensure a safe and healthy competition experience for all participants. That instructor or advisor will not be allowed to interact or interfere with the competitor unless a safety issue arises that requires interaction. Any other support or interaction between the contestant and the instructor/advisor will result in disqualification  
5. Pencil and ballpoint pen  
6. Paper (legal pad or spiral notebook)  
7. Calculator (nonprogrammable)

**SCOPE 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  
3. 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).  
4. 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 inquiries 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: http://www.skillsusa.org/about/skillsusa-framework/