LEVEL UP 2026 - 2027

NYS SkillsUSA




## PURPOSE

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

## ELIGIBILITY

Open to active SkillsUSA members.

## CLOTHING REQUIREMENTS

**NYS SkillsUSA Official Attire:**

- Official red blazer, NYS Black Jacket, the older red national windbreaker or older red sweater and the Black or red Jacket from
- Nationals.
  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 of the outer layer coats
  Black dress slacks or black dress skirt (knee- length)
- Note: Wearing socks or hose is no longer required. If worn, socks must be black dress socks, and hose must be either black or skin-tone and seamless/nonpattern
  Black shoes that are not backless or open toe

***Note:*** **Contestants must wear their 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. Simulated workspace with customer reception area which can include table, chair, computer, and/or telephone.
   b. Flip chart and markers
   c. Telephone log, telephone directory
2. Supplied by the competitor:
   a. Pencil and ballpoint pen
   b. Paper (legal pad or spiral notebook)
   c. Calculator (non-programmable)
   d. All competitors must create a one-page resume to submit at orientation.

## RESUME REQUIREMENT

Competitors must create a one-page resume to submit at orientation.

## DEVICES

Cell phones or other electronic devices not approved by the NYS Chairperson will be collected by the contest chair during the competition. Chairpersons will announce their acceptance by listing it on their standard or at the orientation meeting. In case of emergencies advisors should allow the competitors to take their phones to the contest areas.

If the competitor uses their device in a manner which compromises the integrity of the competition, the competitor's score may be penalized.

# SCOPE OF THE COMPETITION

## KNOWLEDGE PERFORMANCE

The competition 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 competition. Competitors are required to take the SkillsUSA professional development test at orientation.

## SKILL PERFORMANCE

The competition 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.

## COMPETITION GUIDELINES

1. Each competitor will be given the same scenario(s) and the same amount of time. Total time will be 15 to 20 minutes.
2. Competitors will be required to attend an orientation meeting where a written test will be given. At this meeting, competitors will draw for reporting times.
3. Competitors must report to the competition area 30 minutes prior to their scheduled reporting time to check in with competition officials and receive final instructions.
4. Competitors 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 competitor while another customer is walking through the door for face-to-face interaction).
5. Judges will serve in the role of the customer(s).

## STANDARDSANDCOMPETENCIES

### 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