



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Customer Relations

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Handle customer/client complaints.
2. Explain the role of ethics in customer relationship management.
3. Determine ways of reinforcing the company's image through employee performance.
4. Discuss actions employees can take to achieve the company's desired results.
5. Identify components of a retail image.

EVENT SITUATION

You are to assume the role of district manager at TRUST CARE, a drug store chain with over 5,000 locations. Due to customer complaints found on online survey results, you must speak with one of your store managers (judge) about unethical employee practices.

There are 35 TRUST CARE locations in your district. Each location is run by a store manager that employs up to 50 hourly employees, a salaried assistant manager and two salaried pharmacists. TRUST CARE stores feature a wide variety of inventory: cosmetics, groceries, health aids, photo printing equipment, seasonal items and a full service pharmacy.

Two months ago you set up a customer service survey online that would ask customers about their TRUST CARE experience. The web address for the survey is found at the bottom of each receipt. Check-out cashiers have been instructed to inform customers of the survey and encourage them to participate.

The customer service survey asks for a scaled ranking of the store set-up, cleanliness and product availability. There is also a section asking the customer to rate the check-out cashier on friendliness, speed, accuracy and knowledge. Included is an optional portion of the survey asking the customer to expand on TRUST CARE employee experiences. You created the customer service survey to give you more information about each store location and the employees representing TRUST CARE.

In reviewing the survey results, you have found a number of complaints for one store. The complaints are not about the TRUST CARE store, nor are they about the friendliness, speed, accuracy or knowledge of the check-out cashier; the complaints are regarding the forcefulness in which the check-out cashiers informed the customer about the survey. Over 25% of respondents took the time to describe cashiers that told the customer he/she needed to score highly on the survey, begged for all high scores, wrote their names on the receipt and some even had an ink stamp that marked, "ALL FIVES," on the receipt, demanding the customer to give the cashier the highest rating possible. The customers complained that it was not professional behavior and even unethical.

You now fear that the customer survey results have all been compromised by the acts of the check-out cashiers. You must now meet with the store manager (judge) to discuss the situation, explain why the cashiers' actions are unethical, explain how they affect TRUST CARE as a whole and provide suggestions on how check-out cashiers can achieve positive rankings without demanding them.

You will meet with the store manager (judge) to discuss the situation in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking what you would like to discuss. After you have met with the store manager (judge) and have answered the store manager's (judge's) questions, the store manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of store manager at TRUST CARE, a drug store chain with over 5,000 locations. Due to customer complaints found on online survey results, you must speak with the district manager (participant) about unethical employee practices.

There are 35 TRUST CARE locations in your district. Each location is run by a store manager that employs up to 50 hourly employees, a salaried assistant manager and two salaried pharmacists. TRUST CARE stores feature a wide variety of inventory: cosmetics, groceries, health aids, photo printing equipment, seasonal items and a full service pharmacy.

Two months ago the district manager (participant) set up a customer service survey online that would ask customers about their TRUST CARE experience. The web address for the survey is found at the bottom of each receipt. Check-out cashiers have been instructed to inform customers of the survey and encourage them to participate.

The customer service survey asks for a scaled ranking of the store set-up, cleanliness and product availability. There is also a section asking the customer to rate the check-out cashier on friendliness, speed, accuracy and knowledge. Included is an optional portion of the survey asking the customer to expand on TRUST CARE employee experiences. You created the customer service survey to give you more information about each store location and the employees representing TRUST CARE.

In reviewing the survey results, the district manager (participant) found a number of complaints for your store. The complaints are not about the TRUST CARE store, nor are they about the friendliness, speed, accuracy or knowledge of the check-out cashier; the complaints are regarding the forcefulness in which the check-out cashiers informed the customer about the survey. Over 25% of respondents took the time to describe cashiers that told the customer he/she needed to score highly on the survey, begged for all high scores, wrote their names on the receipt and some even had an ink stamp that marked, "ALL FIVES," on the receipt, demanding the customer to give the cashier the highest rating possible. The customers complained that it was not professional behavior and even unethical.

The district manager (participant) now fears that the customer survey results have all been compromised by the acts of the check-out cashiers. The district manager (participant) must now meet with you to discuss the situation, explain why the cashiers' actions are unethical, explain how they affect TRUST CARE as a whole and provide suggestions on how check-out cashiers can achieve positive rankings without demanding them.

The participant will meet with you to discuss the situation in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear what the meeting is about.

During the course of the role-play you are to ask the following questions of each participant:

1. Should I reprimand or punish the cashiers that acted unethically?
2. Should I talk to the cashiers one-on-one or should I hold a staff meeting to address these issues?
3. How can we encourage customers to complete the surveys?

Once the district manager (participant) has discussed the situation with you and has answered your questions, you will conclude the role-play by thanking the district manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



RETAIL MERCHANDISING SERIES, 2017

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of ethics in customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						