CUSTOMER SERVICE

SkillsUSA Championships Technical Standards

PURPOSE

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

First, download and review the General Regulations at updates.skillsusa.org.

ELIGIBILITY

Open to active SkillsUSA members. Each state may send one high school and one college/postsecondary competitor.

CLOTHING REQUIREMENTS

Class A: SkillsUSA Official Attire

- Official SkillsUSA red blazer or official SkillsUSA red jacket
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), white shirt (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer, sweater, windbreaker or jacket
- Black dress slacks or black dress skirt (knee-length at minimum)
- Black closed-toe dress shoes

Note: The official SkillsUSA windbreaker, sweater, and black Carhartt jacket are no longer available for purchase in the SkillsUSA Store. However, these clothing items are grandfathered in as previous official SkillsUSA clothing and can be worn in SkillsUSA competitions as directed in this document.

Note: Wearing socks or hose is not required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

These regulations refer to SkillsUSA Championships Clothing Classifications that are pictured and described at skillsusastore.org. If you have questions about competition uniforms, call the SkillsUSA Store at 888-501-2183.

Note: Competitors must wear their official competition clothing to the competition orientation.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
   a. Simulated workspace with customer reception area.
   b. Calculator
2. Supplied by the competitor:
   a. Pencil and ballpoint pen
   b. Paper (legal pad or spiral notebook)
   c. All competitors must create and submit online a one-page single sided resume. See "Online Submission Requirements" below for guidelines.

*Note***:** All national competitors must also check for competition-specific updates and/or competitor preparation instructions on the SkillsUSA website at updates.skillsusa.org.

PROHIBITED DEVICES

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are ***NOT*** allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

Penalties for Prohibited Devices

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review by the Director of the SkillsUSA Championships. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

ONLINE SUBMISSION REQUIREMENTS

All SkillsUSA national competitors must submit their one-page single sided resume online. The deadline and link for online submissions will be published on updates.skillsusa.org.

Failure to submit any of the required document(s) listed below by the established deadline will result in a 10-point penalty.

1. One-page single sided resume

Your submission must be saved as PDF file type using the file name format of "Your Last Name_Your First Name_Resume." For example, "Amanda Smith" would save the individual PDF submissions file as:

- Smith_Amanda_Resume

OBSERVER RULE

The technical committee reserves the right to allow or prohibit observers into competition area(s). If allowed, no observer may enter or exit the competition area while a competitor is presenting. Observers are not allowed to talk to or make gestures to competitors. No videotaping or photography is allowed during the competition. All phones and electronic devices must be silenced and put away. The competition staff reserves the right to request any observer to leave if they are perceived as a distraction.

SCOPE OF THE COMPETITION

KNOWLEDGE PERFORMANCE

There is no general knowledge test required in this competition. Competitors are required to take the SkillsUSA Professional Development Test.

SKILL PERFORMANCE

The competition involves role-playing situations that demonstrate the ability to perform customer service skills from real-world scenario(s).

COMPETITION GUIDELINES

1. Competition orientation
   a. Competitors will be assigned appointment times. Appointments may be randomly pre-assigned by the technical committee or drawn during the competition orientation.
   b. Basic information about the competitor's role may be provided as preparation for the scenario
2. Scenario presentation
   a. Competitors should expect scenario(s) 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).
   b. Each competitor will be given the same scenario.
      1). Total scenario time will be approximately 15 to 20 minutes. Competitors will be allotted the same maximum amount of time to complete the scenario.
      2). Judges and/or readers will serve the role of the customer(s).
   c. Competitors must report to the competition area 30 minutes prior to their scheduled appointment time.
      1). Competitors will check in and receive final instructions from competition officials.

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.   Place callers on hold
    4.3.4.   Terminate calls professionally
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 — Project a professional self-image through attire and grooming
5.1.   Demonstrate a professional appearance in dress, good grooming, and personal presentation
5.2.   Display clothing that meets national standards requirement for competition
5.3.   Demonstrate good grooming in personal hygiene
5.4.   Wear clothing that fits well

5.5.   Present a wrinkle-free appearance

CUS 6.0 — 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. For more, visit: www.skillsusa.org/who-we-are/skillsusa-framework/.

COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

Math Skills

None Identified

Science Skills

None Identified

Language Arts Skills

- Provide information in conversations and in group discussions.
- Demonstrate use of such verbal communication skills as word choice, pitch, feeling, tone and voice.
- Demonstrate use of such nonverbal communication skills as eye contact, posture and gestures using interviewing techniques to gain information.
- Understand source, viewpoint and purpose of texts.
- Organize and synthesize information for use in written and oral presentations.
- Use print, electronic databases and online resources to access information in books and articles.
- Demonstrate informational writing.
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing.

CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

Science Standards

- Understands the nature of scientific inquiry

Language Arts Standards

- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.

- Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes.
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts.
- Students participate as knowledgeable, reflective, creative and critical members of a variety of literacy communities.
- Students use spoken, written, and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

Source: IRA/NCTE Standards for the English Language Arts. To view the standards, visit: www.ncte.org/standards.