



# Customer Service



|                               |  |   |   |
|-------------------------------|--|---|---|
| <b>Date</b>                   | Friday, March 13, 2026   | <b>Orientation Time</b>   | 8:00 a.m.<br>(CLOSED to instructors)                  |
| <b>Location</b>               | C-TEC of Licking County<br>150 Price Road<br>Newark, OH 43055  | <b>Contest Time</b>   | Immediately Following Orientation<br>(CLOSED contest) |
| <b>Scope of Contest</b>       | <p>The contest involves live role-playing situations that demonstrate the ability to perform customer service skills in real world scenarios. Each contestant will be given the same scenario(s) and the same amount of time. Total time will be approximately 10 to 15 minutes. 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).</p> <p><b><i>Please see judging rubric at the end of the document (2 pages).</i></b></p> |   |   |
| <b>Testing</b>                | No   |   |   |
| <b>Eligibility</b>            | 1 contestant for every 500 paid members  |   |   |
| <b>Clothing</b>               | Clothing Classification Guide - CLASS A  |   |   |
| <b>Provided by Contestant</b> | <ul style="list-style-type: none"><li>• Professional Resume – must be typed and physically produced as a hard copy.</li><li>• Emergency Medical Form (Contestants must have this to compete)</li><li>• Pencil and ballpoint pen</li><li>• Paper (legal pad or spiral notebook)</li><li>• Calculator (nonprogrammable)</li></ul>  |   |   |
| <b>Contest Standards</b>      | <b>Contest Skilled Performance Standards</b><br><br><b>CUS 1.0 - Demonstrate ability to communicate effectively.</b><br><br><b>CUS 2.0 — Exhibit professional demeanor and business etiquette in customer service scenarios</b><br><br><b>CUS 3.0 - Solve problems common in customer service work.</b><br><br><b>CUS 4.0 - Act out proper telephone operating techniques in roleplay scenarios</b>  | <b>Aligned ODE Career Field Technical Content Standard Outcomes</b><br><br><b>Outcome 1.1</b> Employability Skills<br><br><b>Outcome 1.2</b> Leadership and Communications<br><br><b>Outcome 1.10</b> Sales and Marketing |   |



## Customer Service

Contestant Number \_\_\_\_\_

Judge # \_\_\_\_\_

| Category Evaluated        | Strong evidence 5-4  | Acceptable evidence 3-2  | Low evidence 1-0  | Points Earned (5-0) | Weight | TOTAL SCORE | COMMENTS |
|---------------------------|--|--|---|---------------------|--------|-------------|----------|
| Greeting and Introduction |  |  |   |                     |        |             |          |
|                           | Handshake, greeting, introduction.   | Offered one or two of the three components.  | Greeting and introductions were limited or not seen in the interview.                 |                     | X10    |             |          |
| Resolve Set Expectations  |  |  |   |                     |        |             |          |
|                           | Met the customer's needs. Provided additional information pertinent to the subject matter. | Provided a solution that mostly met customer needs. Provided limited additional information. | Did not meet the customer's needs.  |                     | X10    |             |          |
| Take Responsibility       |  |  |   |                     |        |             |          |
|                           | Empathically volunteered their assistance to the customer.                                 | Volunteered to be of assistance.   | Failed to volunteer to be of assistance.  |                     | X20    |             |          |
| Share the Product Value   |  |  |   |                     |        |             |          |
|                           | Knowledgeable about the product/subject matter.  | Possessed enough knowledge to assist with purchases.   | Possessed very little knowledge of the subject matter and of little to no assistance. |                     | X10    |             |          |
| Concern                   |  |  |   |                     |        |             |          |
|                           | Showed concern for the customer's wants and needs  | Showed some concern for the customer's wants and needs                                       | Showed little to no concern for the customer's wants and needs                        |                     | X10    |             |          |
| Listen                    |  |  |   |                     |        |             |          |
|                           | Listened effectively.  | Mostly effective at listening.   | Did not listen effectively.   |                     | X10    |             |          |
| Control of Conversation   |  |  |   |                     |        |             |          |
|                           | Maintained control of the conversation.  | Somewhat maintained control of the conversation.   | Had little to no control of the conversation.   |                     | X20    |             |          |
| Good Manner/Politeness    |  |  |   |                     |        |             |          |
|                           | Exhibited excellent manners and was polite throughout.                                     | Exhibits good manners and was polite most of the time.                                       | Sporadically exhibited good manners and politeness.                                   |                     | X10    |             |          |
| Word Choice               |  |  |   |                     |        |             |          |
|                           | Effectively used correct, job-related vocabulary.  | Had moderate use of correct, job-related vocabulary.   | Had limited use of correct, job-related vocabulary.                                   |                     | X10    |             |          |
| Composure                 |  |  |   |                     |        |             |          |
|                           | Maintained complete composure even with multiple customers.                                | Mostly maintained composure even with multiple customers.                                    | Had difficulty maintaining composure with multiple customers.                         |                     | X10    |             |          |
| Sincere                   |  |  |   |                     |        |             |          |
|                           | Was sincere in their interactions with the customer(s).                                    | Was mostly sincere in their interactions with the customer(s).                               | Was not sincere in their interactions with the customer(s).                           |                     | X10    |             |          |
| Relationship              |  |  |   |                     |        |             |          |
|                           | Had a positive relationship with the customer(s).  | Had a somewhat positive relationship with the customer(s).                                   | Had little to no positive relationship with the customer(s).                          |                     | X10    |             |          |

| Category Evaluated                  | Strong evidence 5-4  | Acceptable evidence 3-2   | Low evidence 1-0  | Points Earned (5-0)   | Weight            | TOTAL SCORE | COMMENT \$ |
|-------------------------------------|--|---|---|-----------------------|-------------------|-------------|------------|
| <b>Tone and Pace</b>                |  |   |   |                       |                   |             |            |
|                                     | Consistently affected an appropriate tone and pace.        | Mostly affected an appropriate tone and pace.   | Did not affect an appropriate tone or pace.   |                       | X10               |             |            |
| <b>Ask for Additional Questions</b> |  |   |   |                       |                   |             |            |
|                                     | Asked appropriate, substantial questions.                  | Asked a perfunctory question of little consequence.                                       | Asked an inappropriate question or had no follow-up questions.                            |                       | X10               |             |            |
| <b>Appearance/Grooming</b>          |  |   |   |                       |                   |             |            |
|                                     | Business attire, professional look.                        | Casual business attire.   | General attire not appropriate (jeans, t-shirt, shorts).                                  |                       | X10               |             |            |
| <b>Personal Deportment</b>          |  |   |   |                       |                   |             |            |
|                                     | Well-poised.   | Acceptably poised.  | Not poised.   |                       | X5                |             |            |
|                                     | Gestures were purposeful and effective.                    | Gestures generally reflected a purpose, though sometimes they appeared rote or unnatural. | Gestures were distracted or fidgety. The student's posture was slumped and disinterested. |                       | X5                |             |            |
| <b>Participation Points</b>         |  |   |   |                       |                   |             |            |
|                                     | Completely engaged with the customers without being pushy. | Mostly engaged with the customers.  | Not engaged with the customers.   |                       | X20               |             |            |
| <b>Penalties</b>                    |  |   |   |                       |                   |             |            |
|                                     |  |   |   | TOTAL POINT \$ (1000) |                   |             |            |
|                                     |  |   |   | 0 to -50              | Clothing Penalty  |             |            |
|                                     |  |   |   | 0 to -50              | Résumé penalty    |             |            |
|                                     |  |   |   | -10                   | Tardiness Penalty |             |            |
|                                     |  |   |   | FINAL SCORE           |                   |             |            |