



Automotive Customer Experience

To evaluate project management principals through a series of live, role-playing automotive customer service scenarios within a dealership setting. Participants will demonstrate their ability to plan, coordinate, and execute service solutions while fulfilling the roles of Service Manager Parts Counterperson, and Service Technician.

On-Site/Off-Site	<ul style="list-style-type: none"> ● On-Site
Contest Date	<ul style="list-style-type: none"> ● 3/5/2026
Contest Location	<ul style="list-style-type: none"> ● Convention Center ● A Hall
Early/Normal Start Time	<ul style="list-style-type: none"> ● Normal Start Time ● Registration will open at 8:00am. Please report to B-Hall Show Office for Registration. ● Competition will begin at 10:00am.
Contest Open/Closed	<ul style="list-style-type: none"> ● Open ● This contest is open to observers.
Eligibility & Contest Type	<ul style="list-style-type: none"> ● Please refer to the Program Guidelines for eligibility- https://www.ohioskillsusa.org/resources/ ● State Only Contest (Only runs in Ohio- winner does not proceed to Nationals)
Clothing	<p><u>For Competition Day the Dress Code is:</u> Class D</p> <p><u>For the Awards Ceremony the Dress Code is:</u> Class A or Class J</p> <ul style="list-style-type: none"> ● SkillsUSA Ohio Clothing Guide
Safety Equipment	<ul style="list-style-type: none"> ● N/A
Testing	<ul style="list-style-type: none"> ● Students should be prepared to take a written knowledge test.
Provided by Contestant (Tool List)	<ul style="list-style-type: none"> ● Professional Resume – must be typed and physically produced as a hard copy. ● Emergency Medical Form - Contestants must have to compete

	<ul style="list-style-type: none">● Pencil and ballpoint pen <p>The following WILL NOT be tolerated and are grounds for disqualification from the competition:</p> <ol style="list-style-type: none">1. No smart watches, cellphones and/or other electronic devices in the contest area unless specifically stated in this document.2. No contact with anyone outside of the contest area once the contest begins.3. No inappropriate communication between contestants such as verbally degrading another contestant or informing another contestant of the skills/test prior to or during the competition.4. No cheating on any portion of the contest.5. The use of AI is strictly prohibited and will result in an automatic disqualification.
<p>Contest Notes, Themes, & Deadlines</p>	<p>The contest is designed as a series of live, role-playing automotive customer service scenarios that emphasize core project management principles within a dealership setting. Participants will demonstrate their ability to plan, coordinate, and execute service solutions while fulfilling the roles of Service Manager, Parts Counterperson, and Service Technician. At its core, the competition highlights project management competencies such as critical thinking, resource allocation, time management, and effective communication. Each team will be presented with identical real-world dealership scenarios and given the same amount of time to assess, plan, and respond. A minimum of three scenarios will be used, with students rotating roles in each round to ensure they experience and demonstrate competency in all three positions. For each scenario, contestants are expected to approach the situation as a structured project. This includes evaluating the scope of the issue, identifying required resources (including parts and personnel), estimating timelines and duration, and calculating associated costs. Teams must then synthesize this information into clear, actionable solutions for the customer. A key component of the competition is the ability to develop and present multiple viable solutions. Contestants should be prepared to explain their decision-making process, weigh trade-offs, and articulate the pros and cons of each option.</p> <p>Emphasis is placed on adaptability and resourcefulness, as students must respond to dynamic challenges while maintaining a customer-focused approach.</p>

	<p>Judging will reflect both dealership operations and customer experience perspectives.</p> <p>Teams will be evaluated on how effectively they manage the “project” of each scenario—from initial assessment through solution presentation—demonstrating professionalism, technical understanding, and the ability to deliver clear, confident recommendations.</p> <p>Contest Skilled Performance Standards</p> <p>CUS 1.0 – Demonstrate ability to communicate effectively.</p> <p>CUS 2.0 – Exhibit professional demeanor and business etiquette in customer service</p> <p>CUS 3.0 – Solve Problems common in customer service work</p> <p>CUS 5.0 – Project a professional self-image through attire and grooming</p> <p>CUS 6.0 – SkillsUSA Framework</p> <p>Aligned ODE Career Field Technical Content Standard Outcomes</p> <p>Outcome 1.1 Employability Skills</p> <p>Outcome 1.2 Leadership and Communications</p> <p>Outcome 1.3 Business Ethics and Law</p> <p>Outcome 1.10 Sales and Marketing</p>
<p>WIFI Provided?</p>	<ul style="list-style-type: none"> • No
<p>Special Notes/Rules for All Contests</p>	<ul style="list-style-type: none"> • Starting in 2024, all Skilled Trade State Contests (most leadership contests already use scenarios) will begin to add a scenario-based component. • <u>Wi-Fi will NOT BE AVAILABLE unless listed above</u> . If you need WIFI access, please plan to bring a hotspot. • All safety requirements will be heavily enforced. Competitors are to follow all safety standards and OSHA Regulations. <p><i>Contestants MUST HAVE A COPY OF THEIR EMERGENCY MEDICAL FORM IN THEIR NAME BADGE AT ALL TIMES</i></p> <p><u>THE FOLLOWING ITEMS ARE PROHIBITED; VIOLATION OF ANY OF THE FOLLOWING MAY RESULT IN COMPETITOR DISQUALIFICATION:</u></p> <ul style="list-style-type: none"> • Contact with Contest Coordinators is prohibited. • Contact with Contest Coordinators outside of the SkillsUSA Ohio is strictly prohibited. • Possession of smart watches and/or phones during the contest and/or in contest. • Contact with anyone outside of the contest area once the contest begins.

	<ul style="list-style-type: none"> ● Inappropriate communication between contestants such as verbally degrading another contest. ● Cheating on any portion of the contest such as informing another contestant of the skills/test prior to competing. ● Lack of Copy Emergency Medical Form in Name Badge.
National Technical Standards	<ul style="list-style-type: none"> ● Please refer to the 2024-2026 National Technical Standards for all contests. All standards included may be tested in any competition. ● In conjunction with National Standards, lack of understanding of State Level competition standards (this document) may result in student loss of contest.
Resume/Interview Requirement	<ul style="list-style-type: none"> ● All SkillsUSA Ohio State Championship Contests will require a short interview component. Students should be prepared with basic job interview skills. ● All contestants <u>must have a hard copy</u> of a one (1) page personal resume.

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