◇DECA

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Customer Relations

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.

2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).

3. You will be evaluated on how well you meet the performance indicators of this event.

4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of positive customer relations.

2. Demonstrate a customer-service mindset.

3. Handle customer/client complaints.

4. Discuss the nature of customer relationship management.

5. Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of conference coordinator for BRECKRIDGE HOTEL, a large hotel in a major metropolitan area with an attached conference center. The general manager (judge) of the hotel wants a summary of the events of a recently completed conference, strategies to retain this conference in the future, and suggestions for improving the experience for all hotel guests during the next event.

The BRECKRIDGE HOTEL has just completed hosting a three-day technology education conference for 3,500 students and teachers. Nine hundred of your hotel rooms were used for the conference. The other 600 rooms were used by business travelers and other small conferences.

When the technology conference attendees checked into the hotel on Wednesday, many of the hotel rooms were not ready since the hotel was full on Tuesday night. Each school sponsor had to wait at the desk to check in and wait again as the hotel desk clerks prepared each hotel key electronically for each guest staying at the hotel. The check-in lines were very long and the hotel received numerous complaints from conference participants and other guests. The hotel had promised an efficient check-in procedure for conference groups, which did not require waiting at the hotel desk. This procedure was not activated on Wednesday.

Your hotel also received complaints about meeting rooms not having amenities promised by the hotel (projector screens, computer hook-ups, water, etc.) The BRECKRIDGE HOTEL wants to retain the technology conference; however, customer evaluations do not reflect a positive experience.

You will present your strategies to re-establish positive customer relations with the technology education conference to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the report and the strategies and have answered the general manager's (judge's) questions, the general manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S EVALUATION FORM
HLM

DID THE PARTICIPANT:

1. Explain the nature of positive customer relations?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain the nature of positive customer relations were inadequate or weak.	Adequately explained the nature of positive customer relations.	Effectively explained the nature of positive customer relations.	Very effectively explained the nature of positive customer relations.

2. Demonstrate a customer-service mindset?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to demonstrate a customer-service mindset were inadequate or weak.	Adequately demonstrated a customer-service mindset.	Effectively demonstrated a customer-service mindset.	Very effectively demonstrated a customer-service mindset.

3. Handle customer/client complaints?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to handle customer/client complaints were inadequate or unclear.	Adequately handled customer/client complaints.	Effectively handled customer/client complaints.	Very effectively handled customer/client complaints.

4. Discuss the nature of customer relationship management?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to discuss the nature of customer relationship management were inadequate or unclear.	Adequately discussed the nature of customer relationship management.	Effectively discussed the nature of customer relationship management.	Very effectively discussed the nature of customer relationship management.

5. Explain key factors in building a clientele?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain key factors in building a clientele were inadequate or weak.	Adequately explained key factors in building a clientele.	Effectively explained key factors in building a clientele.	Very effectively explained key factors in building a clientele.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1	2, 3, 4	5, 6, 7	8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____   **TOTAL SCORE** _____