



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Customer Relations

QUICK SERVE RESTAURANT 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. Demonstrate awareness of capabilities and limitations of the operation.
2. Explain the nature of positive customer relations.
3. Outline steps to remedy specific problems.
4. Interpret business policies to customers/clients.
5. Demonstrate a customer-service mindset.

EVENT SITUATION

You are to assume the role of manager of PARADISE CAFE, a bakery and coffee shop. The owner (judge) has asked for your analysis and recommendation(s) on whether to continue to offer Wi-Fi access within the restaurant.

PARADISE CAFE is a bakery and coffee shop located in a suburban business district where it has operated successfully since 1968. While it started as a walk-up bakery, the business evolved and began to feature many fresh-brewed and packaged coffees when the nationwide boom in gourmet coffee took off. Today, PARADISE CAFE has eight tables and six booths where customers can sit and enjoy coffee and fresh pastries. Store records show that 65% of the restaurant's sales revenue is generated from dine-in business, while 35% is generated from pick-up/carryout orders.

Six months ago, PARADISE CAFE evolved even further by choosing to offer Wi-Fi, allowing customers to access the Internet on their personal computers, smartphones and tablets while inside the restaurant. There is no charge to customers for the Wi-Fi connection, which can be easily and immediately accessed. In the first month of Wi-Fi service, dine-in revenue increased 6% over the previous month. Since then, however, dine-in revenue has decreased to a level only 1.5% higher than before Wi-Fi was introduced.

Lately, the owner (judge) has heard from frustrated counter workers complaining that some customers with electronic devices are sitting at tables or booths for hours, buying little more than an occasional cup of coffee. In addition, "table turnover" has become poor, causing some customers to leave when they do not see any available seating upon entering the restaurant.

The owner (judge) has requested a meeting with you to obtain your analysis and recommendation(s) on dealing with the problems Wi-Fi seems to have created. Specifically, your presentation must address the following:

- Explain the advantages and disadvantages to customers and the restaurant of offering Wi-Fi.
- Explain the potential consequences if PARADISE CAFE were to remove Wi-Fi from the facility.
- If Wi-Fi remains, explain how its access and usage could be modified.
- List your recommendation(s) and provide rationale as to what the restaurant should do.

You will present to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S EVALUATION FORM QSRM 2013

DID THE PARTICIPANT:

1. Demonstrate awareness of capabilities and limitations of the operation?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at demonstrating awareness of capabilities and limitations of the operation were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately demonstrated awareness of capabilities and limitations of the operation.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively demonstrated awareness of capabilities and limitations of the operation.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively demonstrated awareness of capabilities and limitations of the operation.</p>
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2. Explain the nature of positive customer relations?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining the nature of positive customer relations were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained the nature of positive customer relations.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively explained the nature of positive customer relations.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively explained the nature of positive customer relations.</p>
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3. Outline steps to remedy specific problems?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at outlining steps to remedy specific problems were weak or incorrect.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately outlined steps to remedy specific problems.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively outlined steps to remedy specific problems.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively outlined steps to remedy specific problems.</p>
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4. Interpret business policies to customers/clients?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at interpreting business policies to customers/clients were inadequate or unclear.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately interpreted business policies to customers/clients.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively interpreted business policies to customers/clients.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively interpreted business policies to customers/clients.</p>
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5. Demonstrate a customer-service mindset?

<p>Little/No Value 0, 1, 2, 3, 4, 5 Attempts at demonstrating a customer-service mindset were inadequate or weak.</p>	<p>Below Expectations 6, 7, 8, 9, 10, 11 Adequately demonstrated a customer-service mindset.</p>	<p>Meets Expectations 12, 13, 14, 15 Effectively demonstrated a customer-service mindset.</p>	<p>Exceeds Expectations 16, 17, 18 Very effectively demonstrated a customer-service mindset.</p>
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6. Overall impression and response to the judge's questions.

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

TOTAL SCORE _____