



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Identify strategies to manage customer experience.
- Identify factors affecting customer-service practices in hospitality and tourism.
- Reinforce service orientation through communication.
- Identify factors affecting wait time.
- Discuss actions employees can take to achieve the company's desired results.

EVENT SITUATION

You are to assume the role of the director of operations for RARE TO WELL, a casual dining steakhouse chain with 500 locations. The vice president (judge) wants you to determine how restaurants can manage customer experience during peaks in demand.

RARE TO WELL has received many positive scores from customers on food quality, menu offerings, price and cleanliness. However, the chain received many negative speed scores. Executives feel that customers are forgetting that RARE TO WELL is a full-service restaurant and not fast casual. They also feel that with the popularity of delivery service, customers forget that a full-service restaurant experience, even casual, takes longer.

Customers have also reported that there are often wait times at RARE TO WELL locations even when there are plenty of tables available, which has caused an increase in frustration amongst customers.

The vice president (judge) wants you to determine how RARE TO WELL locations can better manage customer experience during peaks in demand. The vice president (judge) wants you to explain:

- Reasons for wait times, even if tables are available
- Factors affecting positive customer service
- Strategies to better manage customer experiences
- Actions RARE TO WELL employees can take to achieve positive customer experience

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the vice president of RARE TO WELL, a casual dining steakhouse chain with 500 locations. You want the director of operations (participant) to determine how restaurants can manage customer experience during peaks in demand.

RARE TO WELL has received many positive scores from customers on food quality, menu offerings, price and cleanliness. However, the chain received many negative speed scores. Executives feel that customers are forgetting that RARE TO WELL is a full-service restaurant and not fast casual. They also feel that with the popularity of delivery service, customers forget that a full-service restaurant experience, even casual, takes longer.

Customers have also reported that there are often wait times at RARE TO WELL locations even when there are plenty of tables available, which has caused an increase in frustration amongst customers.

You want the director of operations (participant) to determine how RARE TO WELL locations can better manage customer experience during peaks in demand. You want the director of operations (participant) to explain:

- Reasons for wait times, even if tables are available
- Factors affecting positive customer service
- Strategies to better manage customer experiences
- Actions RARE TO WELL employees can take to achieve positive customer experience

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How do we train our employees in your recommended actions?
2. Is it really our job to speed up processes to meet customer expectations?

Once the director of operations (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of operations (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify strategies to manage customer experience?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify factors affecting customer-service practices in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify factors affecting wait time?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						