Oct 3 | Classroom Connection

Time Required

60+ minutes

Rationale

BusinessU has partnered with **DECA Inc**. to offer the **DECA at the Bell Challenge**. For this challenge, students will write, produce, and publish their very own episode of DECA at the Bell, connecting something in the world of business to the world of DECA. As part of this classroom instruction activity, DECA members will get a jump start on the challenge and learn a bit more about customer service and channel management.

Intended Outcomes

Students will practice handling customer complaints caused by poor channel management to preserve customer relationships and improve business performance.

Instructional Content

Activity Primer/Hook (5 minutes)

Close your eyes. Imagine you're eagerly waiting for a special package to be delivered today by 3:00 p.m. At least, that's what the company told you. You get home from school, and it's not there.

Now think about this: what if *you* were responsible for fixing the situation? Today, you'll step into the shoes of a customer service team, facing frustrated customers. Your job? To salvage the relationship, fix the problem, and prevent it from happening again. Do you think you can turn an angry customer into a loyal one? Let's find out!

The Activity (45 minutes)

Divide students into groups. Assign each group a scenario highlighting channel management (or mismanagement) issues - such as delays, incorrect inventory, wrong products, etc. You can use ours (below) or create your own.

> **Scenario: Lost Package**
>
> A customer placed an online order and was promised delivery within 3-5 business days. On the sixth day, the customer contacted customer service and was informed that the company's tracking system could not locate the package.
>
> **Scenario: Wrong Product**

A customer ordered and paid for five one-pound packages of ground “Wild and Wonderful” coffee online. When the order was delivered, it contained only three one-pound packages of coffee, which were whole beans and not the flavor ordered.

Scenario: Return Policy

A customer bought a gaming console from an online store but decided to return it within the 30-day return window. However, when they contacted customer service, they were informed that the item is only eligible for store credit, not a full refund, which was not clearly communicated on the website.

Each group is tasked with handling the customer's complaint from the customer service team’s perspective. The group will carefully read the scenario and identify the core issue. Then, they will develop a role-play that addresses the customer’s concerns, restores the relationship, and proposes solutions to prevent future problems.

The groups will present (i.e., act out) their role-plays to the class.

Wrap-Up (10 minutes)

Consider asking the following questions:

1. How did poor channel management lead to customer dissatisfaction in your scenario?
2. What changes to channel management could have prevented the issue in the first place?
3. How would you explain the relationship between customer service and channel management?

Additional Resources

Additional resources on customer service and channel management are available via the DECA at the Bell Course inside the BusinessU platform. DECA advisors can access these resources for FREE. To learn more, visit the DECA at the Bell Challenge website and click Free Trial.

Performance Indicators

This classroom connection will provide instructional resources to introduce the following performance indicators:

- Explain the relationship between customer service and channel management.