



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Discuss online reservation systems.
- Describe customer-service challenges in the hospitality and tourism industry.
- Determine strategies for resolving customer-service situations.
- Interpret business policies to customers/clients.
- Reinforce service orientation through communication.

CASE STUDY SITUATION

You are the director of customer and client relations at TABLE FOR, an online and mobile app restaurant reservation service. TABLE FOR has over 60,000 restaurant partners that allow customers to make reservations at their establishments.

TABLE FOR allows its restaurant partners to customize its restaurant information on the platform including hours of operation, menus, acceptable payment methods and more. Users of the app are required to set up a free account that asks for first and last name, email address and a contact phone number. The app allows users to select a restaurant, a specific date and the number in the party to see if reservations are available. The user can then choose a reservation time and finalize. TABLE FOR uses the customers email address and phone number to confirm the reservation.

TABLE FOR offers customers the ability to change or cancel reservations and allows restaurant partners to make notations on the reservation history such as arrival time, changes to party numbers and special requests.

Since the pandemic, restaurants across the nation have struggled with finding and keeping staff and with unreliable supply chains that negatively affects food and beverage inventory. Restaurants have also seen an increase in reservation no-shows. TABLE FOR has indicated that over 30% of users have made reservations in the last year and then not shown up, even with the option of cancelling the reservation.

YOUR CHALLENGE

The president of TABLE FOR understands that restaurant reservation no-shows affect the restaurant partners' bottom lines. No-shows without cancellations create a ripple effect with long wait-times, unnecessary labor and unused food and beverage inventory that oftentimes must be wasted.

The president has asked you to create strategies to help resolve this customer reservation no-show issue. The strategies must encompass both TABLE FOR'S restaurant partners and TABLE FOR'S mobile app and online reservation system users. The president wants you to discuss how the strategies will be communicated to restaurant partner clients and TABLE FOR customers.

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
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss online reservation systems?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe customer-service challenges in the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine strategies for resolving customer-service situations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Reinforce service orientation through communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						