



- 2.5 Use proper diction, grammar and pronunciation
- 2.6 Maintain politeness at all times
- 2.7 Exhibit poise, eye contact and professional mannerisms
- 2.8 Show enthusiasm in meeting customer needs
- 2.9 Display self-confidence and persuasiveness
- 2.10 Answer questions maturely

**CUS 3.0 — Solve problems common in customer service work**

- 3.1 Demonstrate brainstorming techniques
- 3.2 Discuss implementation of solutions and costs involved with choosing a solution
- 3.3 Explain the need for followup and modification
- 3.4 Apply conflict resolution skills

**CUS 4.0 — Act out proper telephone operating techniques in roleplay scenarios**

- 4.1 Demonstrate ability to receive incoming calls
- 4.2 Handle basic customer service functions
- 4.3 Use basic phone functions
  - 4.3.1 Answer telephone properly
  - 4.3.2 Transfer calls successfully
  - 4.3.3 Participate in a conference call
  - 4.3.4 Place callers on hold
  - 4.3.5 Terminate calls professionally
  - 4.3.6 Complete login and logout procedures accurately
- 4.4 Apply skills to role-play service applications
  - 4.4.1 Respond to a request for information
  - 4.4.2 Manage a customer complaint
  - 4.4.3 Schedule appointments
  - 4.4.4 Respond to account inquires and problems
  - 4.4.5 Respond to product/service information requests
  - 4.4.6 Address any customer issues or concerns

**Committee Identified Academic Skills**

The technical committee has identified that the following academic skills are embedded in this contest.

**Math Skills**

None Identified

**Science Skills**

None Identified

**Language Arts Skills**

- Provide information in conversations and in group discussions
- Demonstrate use of verbal communication skills, such as word choice, pitch, feeling, tone and voice
- Demonstrate use of nonverbal communication skills, such as eye contact, posture and gestures using interviewing techniques to gain information
- Understand source, viewpoint and purpose of texts
- Organize and synthesize information for use in written and oral presentations
- Use print, electronic databases and online resources to access information in books and articles
- Demonstrate informational writing
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing

**Connections to National Standards**

State-level academic curriculum specialists identified the following connections to national academic standards.

**Math Standards**

None Identified

*Source:* NCTM Principles and Standards for School Mathematics. To view high school standards, visit: [standards.nctm.org/document/chapter7/index.htm](http://standards.nctm.org/document/chapter7/index.htm). Select "Standards" from menu.

**Science Standards**

Understands the nature of scientific inquiry

*Source:* McREL compendium of national science standards. To view and search the compendium, visit: [www.mcrel.org/standards-benchmarks/](http://www.mcrel.org/standards-benchmarks/).

**Language Arts Standards**

- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes
- Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes
- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts

- Students participate as knowledgeable, reflective, creative and critical members of a variety of literacy communities
- Students use spoken, written, and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information)

*Source:* IRA/NCTE Standards for the English Language Arts.

To view the standards, visit:

[www.readwritethink.org/standards/index.html](http://www.readwritethink.org/standards/index.html).

## CONTEST SCORECARD

<b>Items Evaluated</b>	<b>Possible Points</b>
Greeting and Introduction .....	95
Voice (Pitch, Tempo, Volume) .....	95
Mechanics (Diction, Grammar, Pronunciation) .....	95
Politeness .....	95
Appearance, Grooming.....	95
Personal Deportment (Poise, Eye Contact, Mannerisms).....	95
Maturity in Answers to Questions.....	95
Enthusiasm.....	95
Personal Salesmanship (Self-Confidence and Persuasiveness) .....	95
Participation .....	95
Written Test.....	50
<b>Sub Total</b>	<b>1,000</b>
<b>Résumé Penalty</b>	_____
<b>Clothing Penalty</b>	_____
<b>TOTAL</b>	_____