



CAREER CLUSTER

Finance

INSTRUCTIONAL AREA

Customer Relations

PRINCIPLES OF FINANCE 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Respond to customer inquiries.
- Reinforce service orientation through communication.
- Interpret business policies to customers/clients.
- Demonstrate a customer service mindset.

EVENT SITUATION

You are to assume the role of a bank teller at COUNTY BANK. A customer (judge) wants to know why they are no longer receiving paper bank statements in the mail.

Three months ago, COUNTY BANK asked its customers to either opt-in or opt-out of receiving paper bank statements in the regular mail each month. Customers have access to digital bank statements by logging into their COUNTY BANK account online. If customers did not choose to opt-in or opt-out, they were automatically opted-out and only have access to the digital bank statement.

A customer (judge) has asked you why they have not received a paper bank statement in the mail the last two months and is upset that the bank information is not accessible. You must respond to the customer (judge) while demonstrating positive customer relations.

You will explain the new bank statement policy to the customer (judge) in a role-play to take place at the bank. The customer (judge) will begin the role-play by asking you about the statement. After you have discussed the policy with the customer (judge) and have answered the customer's (judge's) questions, the customer (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 a customer at COUNTY BANK. You have asked a bank teller (participant) why you are no longer receiving paper bank statements in the mail.

Three months ago, COUNTY BANK asked its customers to either opt-in or opt-out of receiving paper bank statements in the regular mail each month. Customers have access to digital bank statements by logging into their COUNTY BANK account online. If customers did not choose to opt-in or opt-out, they were automatically opted-out and only have access to the digital bank statement.

You have asked the bank teller (participant) why you have not received a paper bank statement in the mail the last two months and are upset that the bank information is not accessible. The bank teller (participant) must respond while demonstrating positive customer relations.

The participant will present information to you in a role-play to take place at the bank. You will begin the role-play by greeting the participant and asking about the statement.

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

1. Why are banks getting rid of paper statements?
2. Are there other methods to check my bank balance besides looking at my statement?

Once the bank teller (participant) has explained why you are no longer receiving statements in the mail and has answered your questions, you will conclude the role-play by thanking the bank teller (participant).

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.



**PRINCIPLES OF FINANCE
2024**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

Participant: _____

**INSTRUCTIONAL AREA:
Customer Relations**

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Respond to customer inquiries?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Interpret business policies to customers/clients?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate a customer service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						