

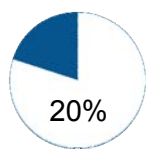
# Customer Service Blueprint

This Blueprint contains the subject matter content of this Skill Connect Assessment. This Blueprint does **NOT** contain the information one would need to fully prepare for a SkillsUSA Championships contest. Please refer to the *SkillsUSA Championships Technical Standards* CD-ROM for the current year or purchase and download the relevant "Contest Singles." Both are available through [www.skillsusa.org](http://www.skillsusa.org) > Shop > Educational Materials Catalog.

## Standards and Competencies

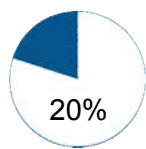
Competencies are weighted throughout the assessment. The percent shown is the weight of the competency. There are 50 questions per assessment.

### Demonstrate Core Customer Service Skills



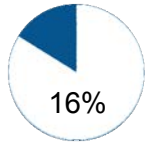
- Understand core customer service concepts
  - Define your customer (internal vs. external)
  - Demonstrate ability to balance customer interest and company interest
  - Demonstrate sensitivity to diverse audiences
  - Understand how customer service impacts the customer and the company
  - Demonstrate flexibility and teamwork skills
  - Demonstrate effective use of time
- Understand the steps of the customer service process
  - Make a formal introduction and open lines of communication
  - Identify the reason for the contact
  - Utilize active listening techniques
  - Ask probing questions to provide focus
  - Confirm mutual understanding
  - Identify a plan of action with realistic expectations
  - Execute plan of action to completion and follow up with customer
- Demonstrate qualities of a customer service professional
  - Dress appropriately for your profession & demonstrate personal hygiene
  - Demonstrate basic respect skills for customers and coworkers
  - Display self-confidence and persuasiveness
  - Display honesty & integrity
  - Display reliability and dependability

### Demonstrate effective communication skills



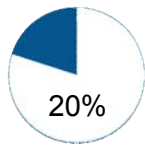
- Display effective person-to-person communication skills
  - Demonstrate a positive attitude that conveys a sincere desire to assist
  - Read and utilize appropriate non-verbal skills
  - Demonstrate the ability to speak to your audience with appropriate terminology
  - Demonstrate appropriate handoff skills (phone / email / face to face) if needed
- Display effective written communication
  - Display effective grammar usage
  - Display effective spelling skills
  - Display effective composition skills
  - Display effective paper correspondence skills
  - Display effective electronic correspondence skills
    - Effective chat-based customer service communication skills
    - Effective email customer service communication skills

### **Demonstrate workplace etiquette & professionalism**



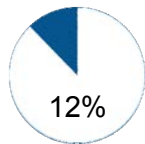
- Demonstrate the ability to take ownership of a situation
- Demonstrate the ability to interpret and follow procedure
- Accurately document customer interactions
- Demonstrate proper telephone etiquette
- Demonstrate proper workplace etiquette
- Demonstrate ability to receive and act on constructive criticism
- Understand the need for continuous learning and mentorship
- Demonstrate balance when working in stressful situations
  - Diffuse anger in customer interactions

### **Demonstrate Problem Solving Skills**



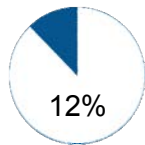
- Identify root causes of customer problems
  - Ability to sort facts from emotion
- Utilize available resources to complete customer needs
  - Knowing when to escalate an issue
- Anticipate customer needs and recommend additional service
- Generate effective solutions

### **Execute effective time management skills**



- Demonstrate ability to prioritize issues
- Ability to handle multiple customers and issues without sacrificing quality
- Ability to learn and use multiple technologies to increase customer satisfaction

### **Utilize service to promote sales and customer retention**



- Demonstrate product knowledge
  - Ability to match the customer with the service or product
- Identify additional selling opportunities & promote value
- Describe value within services rendered
- Understand the customer's tolerance for upselling
- Utilize customer incentives appropriately