

State Farm® Marketing and Sales Competition

@ University of Central Missouri (UCM)

CUSTOMER SERVICE ROLE PLAY EVALUATION (100 Points)

Student Salesperson/Code _____

Evaluator Number _____

0= nonexistent, 1 -2 poor, 3-4= fair, 5-6= good, 7-8= very good, 9-10 Excellent

<p><u>Demonstrates Empathy and Understanding</u></p> <ul style="list-style-type: none"> Thanks the customer for voicing his/her concern. Listens carefully, acknowledging the customer's issue. Demonstrates appropriate empathy. Offers a sincere apology for any inconvenience without placing blame. Makes the customer aware that you are anxious to resolve the problem. 	<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p style="text-align: center;"><u>Comments</u></p>
<p><u>Seeks to Understand the Issue</u></p> <ul style="list-style-type: none"> Asks probing questions to fully understand the customer's concerns. Restates the issue as needed to confirm understanding. Inquires about the customer's feelings over the concern to further show empathy and fully understand the customer's personal connection/reaction to the issue. 	<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p style="text-align: center;"><u>Comments</u></p>
<p><u>Seek a Solution to Concern</u></p> <ul style="list-style-type: none"> Confidently takes ownership of the issues and appropriately addresses the customer's concern. Agrees to the request of the customer (if possible), or offers a resolution that is mutually acceptable to the customer and State Farm. Confirms with the customer the solution, gauging their satisfaction with the resolution. 	<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p style="text-align: center;"><u>Comments</u></p>
<p><u>Takes Action – Educates the Customer</u></p> <ul style="list-style-type: none"> Explains the action(s) to be taken in a personal, simple and caring way. Tells the customer when the action will occur and any follow up that will be provided to ensure the actions are completed as promised. Explains any steps being taken to keep the problem from occurring in the future and/or attempts to alleviate any unrealistic customer expectations regarding State Farm products/services. 	<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p style="text-align: center;"><u>Comments</u></p>
<p><u>Follows-Through on All Promises – Adds Value</u></p> <ul style="list-style-type: none"> Thanks the customer for his or her continued business. If appropriate, provides a value-added offer (e.g., help with other insurance or financial needs; offering of State Farm app; assurance and method for handling any customer needs or concerns quickly and efficiently in the future). 	<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p style="text-align: center;"><u>Comments</u></p>
<p><u>Overall Communication</u></p> <ul style="list-style-type: none"> Treats the customer in a courteous and respectful manner. Is polite toward the customer and puts him or her at ease. Speaks clearly in a helpful and understanding tone. 	<p style="text-align: center;"><u>Communication Overall Score</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p style="text-align: center;"><u>Comments</u></p>
	<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">Total _____</p>	