2025-2026 Competitive Events Guidelines
Customer Service (High School)

Colorado **FBLA**

Customer Service allows members to demonstrate their ability to deliver exceptional service in a professional setting. Competitors engage with internal and external customers by answering inquiries, resolving issues, and promoting positive customer experiences. This event includes an objective test and a role play to assess both knowledge and real-time interaction skills.

Event Overview

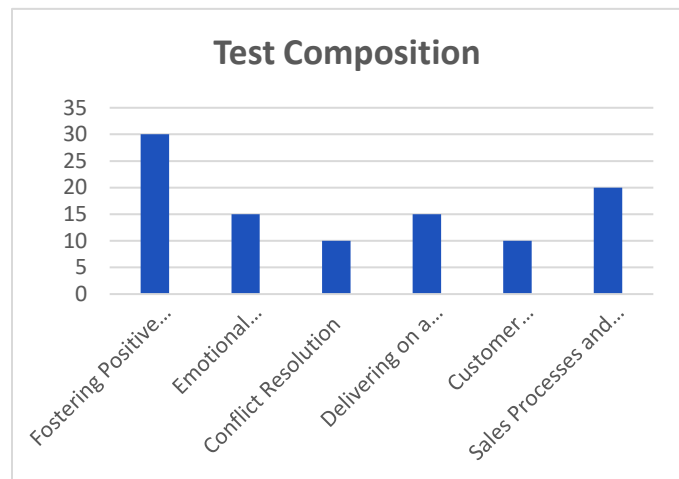|	
Division	High School
Event Type	Individual
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism

Knowledge Areas

- Fostering Positive Relationships
- Emotional Intelligence
- Conflict Resolution
- Delivering on a Brand Promise
- Customer Relationship Management
- Sales Processes and Techniques

Test questions are based on the knowledge statements and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

Test Composition — bar chart: Fostering Positive… 30; Emotional… 15; Conflict Resolution 10; Delivering on a… 15; Customer… 10; Sales Processes and… 20.

District/Region/Section

Testing will take place prior to the District Leadership Conference. Testing must occur at school under the supervision of an adult proctor. Check the Call to Conference for your District for specific instructions and deadlines, and any changes to presentation or prep timings at your conference.

State

See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. Colorado FBLA will also provide the items listed below. Any event with a test will have an online testing component on-site at the State Leadership Conference.

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All competitors will present to the judges in a preliminary round. The competitor's test score and preliminary presentation scores will be calculated to determine the list of finalists to present to judges in the final round. During the final round, only the role play scores will be used to determine winners.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password provided at test check-in)
Role Play	- Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - Secret role play problem/scenario

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements
To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:
- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure. **Competitors who placed in the top ten in Client Service at a previous National Leadership Conference are not eligible to compete in this event.**
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.

- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration
This event consists of two phases: an objective test and an interactive role play.

Objective Test
Each competitor will complete a 100-question multiple-choice objective test.

Test Duration
- **Test Duration:** 50 minutes

Format
- This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

Materials
- Reference or study materials are not permitted at the testing site.

Electronic Devices
- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Calculators
- Personal calculators are not allowed; an online calculator will be available within the testing platform.

Question Review
- Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Interactive Role Play Details
The objective test score determines the top 15 competitors advancing to role play round.

Timing Structure
- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)

- **Question & Answer (Q&A):** None

Role Play Prompt
- Competitors will be provided with a single copy of a customer service–related scenario or problem at the beginning of their assigned preparation time. This copy may only be accessed within the designated preparation area.

Notecard Use
- Each competitor will receive two notecards for use during preparation and the presentation. Information may be written on both sides. Notecards will be collected after the role play.

Materials
- No technology, reference materials, visuals, or props may be used.

Interaction with Judges
- Judges may ask questions during the presentation as part of the interactive role play format.

Audience
- Role play presentations are closed to all conference attendees.

Confidentiality
- To maintain fairness, competitors must not discuss or share the role play prompt until the event concludes.

Scoring
- The objective test score determines the top 15 competitors advancing to role play round. Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie in the role play round.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Electronic Devices
- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Recognition
- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Sample Preparation Resources

- Official sample test items and role plays can be found in [FBLA Connect](). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Colorado FBLA

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Fostering Positive Relationships (30 test items)
1. Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)
2. Demonstrate a customer service mindset (CR:004, LAP-CR-004) (CS)
3. Develop rapport with customers (CR:029) (CS)
4. Reinforce service orientation through communication (CR:005) (CS)
5. Respond to customer inquiries (CR:006) (CS)
6. Interpret business policies to customers/clients (CR:007) (CS)
7. Adapt communication to the cultural and social differences among clients (CR:019) (CS)
8. Anticipate unspoken customer needs (CR:053) (CS)
9. Accommodate special needs/specific requests of customers (CR:054) (CS)
10. Build and maintain relationships with customers (CR:030) (SP)

Emotional Intelligence (15 test items)
1. Build trust in relationships (EI:128, LAP-EI-128) (CS)
2. Show empathy for others (EI:030, LAP-EI-030) (PQ)
3. Foster open, honest communication (EI:129, LAP-EI-129) (SP)
4. Treat others with dignity and respect (EI:136, LAP-EI-036) (PQ)

Conflict Resolution (10 test items)
1. Use conflict-resolution skills (EI:015, LAP-EI-915) (CS)
2. Handle difficult customers (CR:009, LAP-CR-009) (CS)
3. Handle customer/client complaints (CR:010, LAP-CR-010) (CS)
4. Determine strategies for resolving customer-service situations (CR:046) (SP)

Delivering on a Brand Promise (15 test items)
1. Identify company's brand promise (CR:001, LAP-CR-001) (CS)
2. Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
3. Explain the importance of meeting and exceeding customer/guest expectations (CR:067) (CS)
4. Identify factors associated with positive customer experiences (CR:052) (CS)
5. Deliver positive moments of truth (CR:055) (CS)

Customer Relationship Management (10 test items)
1. Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)
2. Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)
3. Describe the use of technology in customer relationship management (CR:018) (SP)
4. Use Customer Relationship Management (CRM) technology (CR:024)

Sales Processes and Techniques (20 test items)

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1. Establish relationship with customer/client (SE:110) (CS)
2. Determine customer/client needs (SE:111) (CS)
3. Recommend specific products (SE:114, LAP-SE-114) (CS)
4. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
5. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
6. Close the sale (SE:895, LAP-SE-895) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.*
https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Help Scout. *21 key customer service skills (and how to develop them).* https://www.helpscout.com/blog/customer-service-skills/

HubSpot. *What is customer service?* https://blog.hubspot.com/service/customer-service

Zendesk. *What is customer service?* https://www.zendesk.com/blog/customer-service-skills/

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Customer Service Role Play Presentation Rating Sheet					
Expectation Item	**Not Demonstrated**	**Below Expectations**	**Meets Expectations**	**Exceeds Expectations**	**Points Earned**
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	*No position communicated*	*Communicates position not related to problem*	*Communicates position on problem*	*Communicates in a professional manner position on problem in scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	*No empathy or diplomacy displayed*	*Empathy or diplomacy displayed in response to role play scenario*	*Empathy and diplomacy displayed in response to role play scenario*	*Display of empathy and diplomacy skills add to resolution of role play scenario*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates conflict resolution and closure to the role play	*No closure was provided*	*Situation was closed OR conflict was resolved*	*Conflict was resolved, the situation has closure*	*Conflict was resolved, the situation has closure, and client (judge) is satisfied*	
	0 points	1-9 points	10-16 points	17-20 points	
Role Play Delivery					
Statements are well-organized and clearly stated	*Competitor did not appear prepared*	*Competitor was prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: