



**BUILD A BUSINESS THROUGH WORLD-CLASS CUSTOMER SERVICE
FOR
“CLIENT’S CORPORATION”**

Client’s Corporation (CC) will be building a state of the art facility on the Yavapai Indian Reservation. The plot of land to be developed is on the Indian Reservation and in a remote location. The Sales Department has already been very active in this small community and they have secured the business of a number of local retailers and service providers. We must service our new client’s unique needs and retain them before any construction on the new facility can begin. The Client’s Corporation foundation is its customers; in this exercise each happy customer will represent a building block of our new facility.

The group will be broken up into seven to ten-person teams (this number can change based on the amount of participants). Each team will be responsible for servicing the needs of its new customers. You must form mutually beneficial client relationships, and most importantly: construct the highest quality facility – remember the customers are the building blocks of a successful business. Each team member will be taught a different skills or procedure that is crucial to the successful execution of the project (see list of skill stations). Each new client that you successfully serve will provide you with a single building material required to construct the new facility. The quality of the materials they provide will be directly correlated to the quality of service you provide them. Team members must work together and share their newly acquired knowledge in order to complete the project.

Each team will be scored on the quality of their newly built facility which will reflect the quality of the service you provided. Since the new facility is on Yavapai tribal land, the tribe has insisted that the facility must reflect Native American architecture and style. This project is extremely time dependant and a bonus will be provided based on the order of project completion.



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SKILL STATIONS

- **Client's Corporation Project Manager:** The project manager will be provided with the overview of the event. In collaboration with his/her team members, her/she will assess the team's business objectives and develop an overall strategy. He/she will be responsible for the entire project and its final presentation to the judges' panel.
- **Safety, Environmental, and Code of Ethics Officer:** This person's top priority is to make sure the entire team remains safe throughout the event and is compliance with CC's Code of Ethics. There will be no exceptions here. All safety of Ethics violations will result in a penalty.
- **CC's Policy and Procedures Analyst:** They will enforce company specific operating procedures and ensure that the customer service problem resolutions do not deviate too far from CC's established Policies and Procedures.
- **Customer Location Navigator:** Your team has been flown in a complete unknown territory. To service this new customer group, this person will lead your team through the desert, to the different customer storefronts for meetings. Their expertise in map reading and compass directional navigation is essential to keeping your team on track with the time allotted to complete this project.
- **Director of Finance:** They are responsible to ensure that the cost of servicing each customer comes at or under the budget designated by management.
- **Lead Customer Service Representative:** As their title indicates, their responsibility is providing real time service to our client's businesses. How well this person problem solves may determine how well your team performs.
- **Business Function "A" Expert:** This person's expertise in "A" will be critical to solving customer problems and ensuring the Lead Customer Service Rep is well trained. They may also consult directly with the customer when the need arises.
- **Business Function "B" Expert:** This person's expertise in Business Function "B" will be critical to solving customer problems and ensuring the Lead Customer Service Rep is well trained. They may also consult directly with the customer when the need arises.



All teams will be evaluated on the following criteria:

Quality of the construction:

- Durability, weather proofing, and engineering soundness
- Décor and congruency with the surrounding Native American culture and desert eco-system
- Up to \$100,000 bonus for a “perfect” facility.

Policy and Procedure Adherence:

- Teams will receive a \$50,000 bonus for never deviating to far from CC’s established policies and procedures

Safety and Code of Ethics:

- Management will reward your individual team with as much as a \$10,000 bonus if ALL safety precautions have been use and safety procedures have been followed without fail.
- An additional \$10,000 bonus will be provided if teams strictly adhere to CC’s Code of Ethics

Time:

- This is a time sensitive project. The first team to complete their facility will receive a \$100,000 dollar bonus, second \$90,000, third \$80,000, etc, etc



Customer Lists (these will be enhanced as we learn more about Client's Corporation business – any logical ideas would be helpful if you can provide us with “real life” challenges encountered by your customers)

- **All in One Teepee Construction, Inc:** Excellent Customer Service will result in receiving a complete teepee kit, including building materials and engineering plans and design.
- **Pole Building Materials, LLC:** John Pole is a small manufacturer of teepee poles in the area.
- **Arizona Tents & Teepees, Ltd:** This is the highest volume Teepee Canvass store on the reservation with annual 40% revenue growth.
- **Black Feather Architecture, LLC:** This firm is not the cheapest architect firm on the market but they get you the best and most accurate plans for Teepee design in the entire SW.
- **Home Décor:** This high volume store is planning on opening 3 more branches this year. T
- **Yavapai Tribal Council:** The Tribal Council assesses a number of fees to tribe members and utilizes this revenue to fund a number of public programs. Each public program receives a percentage of the varied revenue sources.
- **Safety Construction & Supplies, Ltd:** On all construction sites, OSHA requires all workers to operate a safe and hazard-free environment. This customer sells a myriad of: hard hats, fire extinguishers, safety kits, signage, etc.

