



2021 Auto Glass Customer Service Representative (CSR) Competition Competitor Packet (Includes: Rules and Regulations and Annotated Score Sheet)

2021 Auto Glass Customer Service Representative (CSR) Competition Rules and Regulations

The 2021 Auto Glass Customer Service Representative (CSR) Competition, the “Olympics” of the auto glass customer service industry, is a competition designed to recognize those who are the voice of the auto glass industry – the individuals who interact with customers on behalf of an organization and work hard to secure business for years to come. CSR’s are the company’s voice, face and first impression for auto glass companies and this competition recognizes and rewards the best ones.

All competitors must agree, comply and adhere with all rules and regulations throughout the competition prior to competing. The decisions of the judges and organizers are final and without appeal or contestation.

Preliminary Competitions and Finals

Depending on the participation, competitors in the preliminary rounds of the CSR competition may be divided into four regions across the United States and will compete from their offices. Competitors will participate in a “mystery shopper” experience and will receive a call either late March or early April. Companies and their competitors will be given a window from March 29 through April 9 during which the call will be made. A team of judges will grade the call.

The top finalist from each of the four region (and top scorers) will be invited to compete in person in the finals round to be held on Wednesday, June 9, at Auto Glass Week™ 2021. Finalists may also compete via video teleconference. The finalist must make their preference known no later than April 19, 2020. If that finalist cannot participate, the next highest scorer will be invited. All finalists will receive a free full registration to Auto Glass Week™. You are encouraged to attend the whole event. The gold medalist and grand champion will be announced at the Closing Awards Ceremony on Wednesday, June 9 and will receive a cash prize and bragging rights as the “Best Auto Glass Customer Service Representative.”

A mandatory finalist meeting will be held on Wednesday, June 9, at 7:30 a.m. Any changes in time or location after June 6 will be provided by text message.

Any finalist not arriving by the start of the finals held on Wednesday, June 9, may be disqualified.

Grounds for a 10-point Deduction

The following may be cause for a 10-point deduction:

- Lateness or lack of attendance at the mandatory meeting (minimum 10 pts);
- Continuing to speak past the allotted time.

Grounds for Disqualification:

The following may be cause for disqualification:

- Not arriving by the start of the finals;
- Providing incorrect information;
- Foul language and misrepresentation;
- The use of a cell phone, camera, or video device during the competition; and/or
- Unwillingness to follow the CDC and local health guidelines.

Permissions and Additional Items

Competitors must be 18 years of age by the end of the competition. As a participating member of this event, this acts as a license for permission to use your name, photograph and image for future promotion. This license is irrevocable, worldwide in scope, royalty-free and covers all possible uses of the work in all media. By competing, you understand and allow event management to contact you via email, fax, phone, text and other methods in the future.

Your own professional uniform should be worn for the Closing Awards Ceremony. If a winner is unable to attend the Closing Awards Ceremony he or she will receive their title, however the prize money will be forfeited. Competitors must notify the competition coordinator within 60 days of the event closing if they have not received their award money or the award money may be forfeited. Contestant must supply a valid W-9 form in order to receive prize money.

Health and Safety

All competitors must adhere to the latest CDC guidelines in place in the venue regarding face coverings and social distancing. Unwillingness to follow the CDC guidelines will be grounds for immediate disqualification.

Appeals

There is no right of appeal or contestation. Competitors will be provided their finals scores, but judges' notes and deductions will not be disclosed. Competitors understand that the judges' and event management's decision is final and beyond contestation and that all decisions of the event management are final and not subject to appeal. These rules and regulations shall be governed by the laws of the Commonwealth of Virginia, County of Stafford. Venue for any dispute regarding the rules and regulations shall be in the County of Stafford, Commonwealth of Virginia and adjudicated there. If modifications to the rules are made, every effort will be made to notify competitors of those changes prior to the competition.

2021 Auto Glass Customer Service Representative (CSR) Competition Annotated Score Sheet

The following is a guide to the actual score sheet, complete with notes. A perfect possible score is 30. **Areas to be Judged During the Competition:**

1. Greeting (maximum of 6 points awarded)

- Effective greeting
- Request for name
- Introduction

2. Personal Interaction (maximum of 6 points awarded)

- Use of customer name once introduced
- Sympathy
- “Positive” language
- Can we hear the smile?

3. Sales Skills (maximum of 6 points awarded)

- Probing questions to gather information
- Defining need and reacting accordingly
- Friendliness/Salesability
- Assessing information technician needs
- Acknowledging specific customer requests/instruction

4. Product Knowledge (maximum of 6 points awarded)

- Ability to assist customer in identifying technical features (examples: heated wiper park and rain sensor)
- Understanding company’s strength and capabilities (examples: urethane and promotion of AGSC)
- Use of POS software for quoting, scheduling
- Explicit explanation of insurance and third party administrator (TPA)

5. Closing (maximum of 6 points awarded)

- Closing the deal
- Confirming sale and method of payment
- Reiterating customer needs and expectations
- Clearly communicating next steps
- Affirming how long vehicle will be out of operation or safe drive-away time (SDAT)
- Explanation warranty
- Last Impression