



MOUNTAIN BIKE MODULE #1 GENERAL– CUSTOMER SERVICE



Purpose

The purpose of this module is to provide a better understanding of customer service as it relates to the cycling official. The module serves as part of the training necessary for Level C MTB Officials for advancement to Level A MTB Official. This is the same as the module for level C road official, so if you have done this via the road module, you do not need to duplicate it.

Required reading

Current *USA Cycling Rulebook* - Section 1F. Officials

USA Cycling Race Officials Manual Part 1 General Officiating Principles

- Part IV. Basic Principles of Officiating

Customer Service Manual for USAC Officials

Prerequisites

1. Level C Official
2. Module Pre-Test (see Excel workbook)

Goals

After successful completion of this module the Level C Official will be able to:

1. Understand the different roles of officials.
2. Understand who our customers are.
3. Understand the principles to providing customer service within the boundaries of our regulations.
4. Understand the need for a tactful approach with customers.
5. Understand the difference between sympathy and empathy, and how these relate to officiating.
6. Be self-aware of one's demeanor and presence as an official.
7. Understand the bigger picture of customer service.
8. Become a more successful communicator.

Tasks to be Completed

1. Required reading.
2. Using the attached form, perform at least ten post-event self-evaluations of one's actions during each of the events, pointing out where you've demonstrated good customer service. Review these evaluations with the Chief Referee, a senior official or local mentor.
3. Demonstrate tactfulness and good customer service as an official (documented by observing official).



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Criteria for Successful Completion

1. Communicate with USAC customers:

- a. Riders protesting results: Correctly direct the riders to the Chief Referee or Chief Judge, as appropriate.
- a. Riders at Registration: Demonstrate positive customer service skills in dealing with questions and problems at registration.
- b. Riders asking questions: Demonstrate positive customer service skills while answering the multitude of rider questions that will come your way while you are busy doing your job.

Post-Race Self-Evaluations: Copy and complete the following two pages of the Post Event Evaluation for ten separate events. At least 3 of these must be Mountain Bike events. The others can be road, track, or cyclocross events. Evaluate your performance as an official -- what went right, what went wrong, and what you could have done better in terms of customer service. Review with a senior official, the Chief Referee, or a mentor.



MOUNTAIN BIKE GENERAL MODULE #1 – CUSTOMER SERVICE Tasks Completion



Post-Event Evaluation

Date: _____ Official: _____

Event: _____ Type: _____ Category: _____

Position Worked: _____ Chief Referee: _____
(signature)

In which area(s) did you demonstrate tactfulness and good customer service?

- Registration Riders in the pit Riders protesting results Riders asking questions

Rate each of the following on a scale of 1 to 5, 5 being highest possible.

Personal	1	2	3	4	5	N/A
Appearance:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attentiveness:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tact:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guidance:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Body Language:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selling Skills:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problem Solving:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Procedural	1	2	3	4	5	N/A
Timing:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flow:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anticipation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Feedback:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supervision:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer Service Notes: _____



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Tasks Completion



Post-Event Evaluation

What went well for you during the event?

What went wrong for you during the event?

What can you do to improve the situation for the future?

Official (print)

Chief Referee or Mentor (print)

signed

signed

Date

Date