

Assessment Plan

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LSTE 7325

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ASSESSMENT PLAN

Assessment Plan	
Topic: Ambassador Training	
<p>Summary: UAMS has decided to upgrade its parking equipment moving from a cashier based system to an electronic system. Its goal is to move cashiers out of the booths and create a mobile Ambassador role to assist customers. Because it is a new position, there is a performance gap in the professional knowledge and skills to fulfill the Ambassador role. With this gap in mind, UAMS has decided to implement a training program for the new Ambassador role. To address this need I will be using eLearning modules to teach employees about the new position. In this module I will use the test-retest method by providing the employee with a pre-test followed by a scenario based post-test. Also, I will be incorporating “live” simulations to exhibit knowledge retention of the modules. The results will be reported to department heads who will also be involved in future and ongoing performance assessment.</p>	
Goal: Train existing cashiers	
Assessment Objective 1	Given information on an illegally parked vehicle, exhibit knowledge of how to write a citation
Methods of Assessment	Pre-test followed by a eLearning scenario based post-test module
Assessment Objective 2	Presented with a difficult customer interaction, display knowledge of customer service techniques
Methods of Assessment	Pre-test followed by a eLearning scenario based post-test module
Assessment Objective 3	Presented with a situation in which a customer has problems at the pay station, demonstrate knowledge of pay station functionality and payment options.
Methods of Assessment	Pre-test followed by a eLearning scenario based post-test module
Assessment Objective 4	Presented with a situation in which a customer cannot exit, demonstrate problem solving techniques to allow exit.
Methods of Assessment	Construed response performance based simulations of potential problems

ASSESSMENT QUESTIONS

1. (OBJECTIVE 1) WHERE IS THE FIRST AREA YOU SHOULD CHECK FOR A DECAL?

1. front windshield on the driver's side (incorrect)
 1. No. A decal should never be placed on a front windshield
2. front windshield on the passenger side (incorrect)
 1. No. A decal should never be placed on a front windshield
3. rear windshield on the driver's side (correct)
 1. Yes. The rear driver's side is the correct location for a decal.
4. rear windshield on the passenger side (incorrect)
 1. No. A decal should be placed on the driver's side, not the passenger side.

2. (OBJECTIVE 1) WHICH OF THE FOLLOWING IS NOT A STEP IN WRITING A CITATION?

1. check the do not ticket list (incorrect)
 1. check the do not ticket list, , identify vehicle that may be in violation, and place ticket on front window are all steps in writing a citation
2. have the violator sign the ticket (correct)
 1. Having the violator sign the ticket is not part of the process. On a majority of occasions, you will never even meet a violator.
3. identify vehicle that may be in violation (incorrect)
 1. check the do not ticket list, , identify vehicle that may be in violation, and place ticket on front window are all steps in writing a citation
4. place ticket on front window (incorrect)
 1. check the do not ticket list, , identify vehicle that may be in violation, and place ticket on front window are all steps in writing a citation

3. (OBJECTIVE 1) A UAMS DECAL IS THE ONLY IDENTIFICATION USED FOR PARKING.

1. True (incorrect)
 1. Incorrect. There are multiple ways an employee can be identified to have valid parking including hang down and temporary tags.
2. False (correct)
 1. Correct. There are multiple ways an employee can be identified to have valid parking including hang down and temporary tags.

4. (OBJECTIVE 1) WHAT IS THE MINIMUM NUMBER OF CITATION CHECKS PER DAY?

1. 25 (incorrect)

1. All ambassadors are required to call in a minimum of 50 citation checks per day.
2. 50 (correct)
 1. Correct. Even though on a typical day you will run more than 50 checks it the minimum amount that must be run every day.
3. 75 (incorrect)
 1. All ambassadors are required to call in a minimum of 50 citation checks per day.
4. 100 (incorrect)
 1. All ambassadors are required to call in a minimum of 50 citation checks per day.

5. (OBJECTIVE 2) WHICH OF THE FOLLOWING IS NOT A TECHNIQUE USED WHEN DEALING WITH AN ARGUMENTATIVE CUSTOMER?

1. agree on the problem (incorrect)
 1. Make sure the customer and you agree on what the problem is. Being on the same page can help both of you resolve the problem quicker.
2. listen with understanding (incorrect)
 1. It is important to show the customer that you are just as frustrated as he or she is and are trying to help
3. speak softly (incorrect)
 1. Speak softly so the customer must be quiet in order to hear you.
4. take control (correct)
 1. Argumentative people like to feel they are in control. If you try to rob them of their control, they become more argumentative.

6. (OBJECTIVE 2) THERE IS ONE SUREFIRE TECHNIQUE OF CALMING AN ANGRY CUSTOMER.

1. True (incorrect)
 1. There is no surefire method of dealing with an angry customer. Listen/give feedback, empathize, and apologize and all techniques that can help calm a customer.
2. False (correct)
 1. There are multiple ways to calm a customer including listening, empathizing, and apologizing.

7. (OBJECTIVE 2) BODY LANGUAGE IS AN IMPORTANT PART OF INTERACTING WITH A DIFFICULT CUSTOMER.

1. True (correct)
 1. Body language is an important part of interaction with a customer, especially when a customer is irate or frustrated.
2. False (incorrect)

1. Body language is an important part of communication in general. Dealing with a customer is no different.

8. (OBJECTIVE 3) WHEN A CUSTOMER TRIES TO PAY WITH A CHECK, WHAT SHOULD BE USED TO VALIDATE THE TICKET?

1. debit/access card (correct)
 1. Correct. The debit/access card will validate the ticket once the check is accepted.
2. Enet (incorrect)
 1. Although Enet is used for validation, it is not used in the situation of accepting a check.
3. nothing (incorrect)
 1. Even though you have accepted payment, the customer still needs a valid ticket to exit.
4. sticker (incorrect)
 1. Stickers are no longer used as a form of validation.

9. (OBJECTIVE 3) WHAT IS THE FIRST STEP WHEN A CUSTOMER HAS NO FUNDS TO PAY FOR PARKING?

1. ask for any form of payment (correct)
 1. Correct. Asking the customer for any form of payment must be done before information can be collected and validation can occur.
2. get the customers personal information (incorrect)
 1. You should always try to get any form of payment before getting the customer's personal information.
3. validate the customers ticket (incorrect)
 1. Although validating the customer's ticket is a part of the process, you should try to accept payment in any form possible.

10. (OBJECTIVE 3) THE PAY STATION ACCEPTS ALL FORMS OF PAYMENT.

1. True (incorrect)
 1. The pay station only accepts cash and credit/debit cards. Payments by check will have to be taken by an ambassador.
2. False (correct)
 1. The pay station doesn't accept checks. Payments by check will have to be taken by an ambassador.

11. (OBJECTIVE 2) THE IDEA HERE IS TO FIND HOW AN AMBASSADOR WILL REACT WHEN DEALING WITH DIFFICULT CUSTOMERS.

You are about to go on break and have been approached by a hostile customer who was written a citation. You have no knowledge of why the citation was written and can't get any information because the customer is yelling. What is the best way to begin to approach this?

Sometimes it seems that letting the customer vent takes too much time. However, until the customer gets through his or her anger, he or she won't be able to listen or work toward solutions. Try to listen for and focus on the real problem. Don't say anything during the customer's "venting" -- except maybe "I see," or "I understand"-- to let him know you are attentive. Let the customer vent until you hear silence.

12. (OBJECTIVE 2) THE IDEA HERE IS TO FIND HOW AN AMBASSADOR WILL REACT WHEN DEALING WITH DIFFICULT CUSTOMERS.

Tell me why it's important to speak softly when dealing with argumentative customers.

If you speak loudly, then the customer needs to speak loudly to be heard over you, and then you speak louder—and before you know it, you'll be shouting at each other. Speak softly so the customer must be quiet in order to hear you.

13. (OBJECTIVE 4) THE IDEA HERE IS TO FIND OUT WHAT STEPS AN AMBASSADOR WILL TAKE REGARDING CUSTOMER PROBLEMS AT THE EXIT GATES OF THE PARKING DECKS.

Today you are sitting in the commend operators chair and receive a call from a customer. They are stuck at the exit verifier and say they have no money to pay for parking. Walk me though the process of how to get the customer out of the lane.

1. Recommend other payment options; Visa MC etc.; walk thru process if necessary.
2. Notify the customer they are dispatching an ambassador to assist
3. Dispatch ambassador to exit verifier
4. The ambassador will ask customer for any form of payment
5. Ambassador will collect the customer's information:
 - A. A .name
 - B. address
 - C. telephone number
6. Ambassador vends gate with debit/access card

14. (OBJECTIVE 4) THE IDEA HERE IS TO FIND OUT WHAT STEPS AN AMBASSADOR WILL TAKE REGARDING CUSTOMER PROBLEMS AT THE EXIT GATES OF THE PARKING DECKS.

Today you are sitting in the commend operators chair and receive a call from a customer. They are stuck at the exit verifier and realize they have not paid for parking. They want to pay with cash at the exit verifier but it only accepts credit or debit cards. What steps would you take to solve this problem?

1. Recommend other payment options; Visa MC etc.; walk thru process if necessary.
2. Commend Operator will notify the customer they are dispatching an ambassador to assist
3. Dispatch ambassador to pay station
4. The ambassador will ask customer for debit or credit payment
5. The ambassador accepts the cash
6. Ambassador vends gate with debit/access card

15. (OBJECTIVE 4) THE IDEA HERE IS TO FIND OUT WHAT STEPS AN AMBASSADOR WILL TAKE REGARDING CUSTOMER PROBLEMS AT THE EXIT GATES OF THE PARKING DECKS.

Today you are sitting in the commend operators chair and receive a call from a customer. They are stuck at the exit verifier and realize they have lost their ticket. You tell them everything will be fine and they can still make payment. However, while looking for their ticket they have also discovered they have lost their wallet and can't pay. What steps would you take to solve this problem?

1. Commend Operator will recommend other payment options; Visa MC etc.; walk thru process if necessary.
2. Commend Operator will notify the customer they are dispatching an ambassador to assist
3. Dispatch ambassador to exit verifier
4. The ambassador will ask customer for any form of payment
5. Ambassador will use no ticket option on exit verifier
6. Ambassador will collect the customer's information:
 - A. name
 - B. address
 - C. telephone number
7. Ambassador vends gate with debit/access card

PERFORMANCE RUBRIC

TASK: EACH EMPLOYEE WILL BE PRESENTED WITH A SITUATION IN WHICH A CUSTOMER CANNOT EXIT A PARKING GARAGE. THE EMPLOYEE HAS SEVERAL OPTIONS TO DISPLAY KNOWLEDGE AND CRITICAL THINKING SKILLS TO HELP THE CUSTOMER EXIT WHILE DISPLAYING GOOD COMMUNICATION TECHNIQUES AND ATTITUDE IN AN ACCEPTABLE AMOUNT OF TIME.

	Excellent	Competent	Needs Work
Knowledge/Understanding	30 (30%) Employee demonstrates a working knowledge of payment options and exceptions at the exit verifier.	15 (15%) Employee possesses some knowledge of payment options and exceptions at the exit verifier.	5 (5%) Employee lacks an adequate amount of knowledge in areas involving payment options and exceptions.
Critical Thinking	30 (30%) Solves problem(s) quickly and takes ownership of the problem(s).	15 (15%) Solves problem(s) within a reasonable amount of time	5 (5%) Attempts to solve problem, but solution is not accurate or within a reasonable amount of time
Communication	20 (20%) Employee gives full attention to customer, is informative, and speaks loudly and clearly.	10 (10%) Presents some information, can be heard, and engages customers intermittently.	5 (5%) Employee exhibits weak voice projection, isn't engaged, or lacks information.
Willingness to Learn	10 (10%) Employee exhibits a positive attitude and is receptive to new ideas	5 (5%) Employee exhibits a positive attitude most of the time and is usually receptive to change	3 (3%) Employee exhibits a negative attitude and rejects new ideas
Professionalism and Teamwork	10 (10%) Employee is well-prepared, time is used constructively, and displays effort to work as part of a team	5 (5%) Employee displays at least 2 of the professionalism and teamwork elements	3 (3%) Does not demonstrate professional-level quality of work and no evidence of teamwork

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