**Customer Service – Grading Criteria Rubric**

| **Criteria** | **Ratings** |
| --- | --- |
| **Presentation** Cover page including name, class, date, and title. | |  |  |  | | --- | --- | --- | | Complete cover page and information  5 pts | Incomplete cover page/ incomplete information  3 pts | Missing cover page.  0 pts | |
| **Content**- **Problems** Identifies key issues using the 5 variables of service quality in the airline industry case. Discusses customer and organizational implications. Identifies challenges currently posed to the organization. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Thesis is clearly stated and well developed. Details are tightly connected to thesis.  15 pts | Thesis is adequately defined; uses appropriate supporting details; topics are connected to thesis.  12 pts | Thesis is defined but missing supporting details; topics are loosely connected to thesis.  9 pts | Thesis is not clear; limited supporting detail; topics not connected to thesis.  4 pts | No Marks  0 pts | |
| **Content –Alternatives and Recommendations**  Identifies the issues to be  addressed/establishes credibility; identifies and discusses alternative solutions; describes the advantages of recommended solutions. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | Each area is analyzed thoughtfully and thoroughly.  30 pts | Several areas are analyzed well.  24 pts | At least one problem is analyzed adequately; needs more critical analysis.  18 pts | Weak analysis is offered; facts are repeated without scrutiny.  10 pts | No Marks  0 pts | |
| **Conclusion – Summary and Implementation**  Summarizes solution and presents the main points and overview of implementation recommendations. | |  |  |  |  | | --- | --- | --- | --- | | Conclusion is clear and recommendations are clear.  20 pts | More than one good alternative is proposed for each problem identified.  15 pts | Only one adequate alternative is offered.  10 pts | No Marks  0 pts | |
| **Organization and Writing Mechanics**  Effective use of headings, correct paragraph form, grammar, spelling, punctuation, and punctuation. Evidence of proof reading. | |  |  |  | | --- | --- | --- | | Neatly formatted and typed; no errors present in paper.  5 pts | Several formatting and writing errors.  3 pts | No Marks  0 pts | |
|  |  |

**Total Possible Points:** 75