**Customer Service – Grading Criteria Rubric**

| **Criteria** | **Ratings** |
| --- | --- |
| **Presentation** Cover page including name, class, date, and title.  |

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| Complete cover page and information5 pts  | Incomplete cover page/ incomplete information3 pts  | Missing cover page.0 pts  |

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| **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. |

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| 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 Marks0 pts  |

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| **Content –Alternatives and Recommendations**Identifies the issues to be addressed/establishes credibility; identifies and discusses alternative solutions; describes the advantages of recommended solutions. |

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| 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 Marks0 pts  |

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| **Conclusion – Summary and Implementation**Summarizes solution and presents the main points and overview of implementation recommendations.  |

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| 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 Marks0 pts  |

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| **Organization and Writing Mechanics** Effective use of headings, correct paragraph form, grammar, spelling, punctuation, and punctuation. Evidence of proof reading. |

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| Neatly formatted and typed; no errors present in paper.5 pts  | Several formatting and writing errors.3 pts  | No Marks0 pts  |

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**Total Possible Points:** 75