

OL 324: Case Study Two Guidelines and Rubric

Prompt: Think about a time you received a product or service and you were not satisfied with the quality of the service or product. For this case study, you will focus on the four components of customer-relationship management that are essential in total quality management. This case study will examine your viewpoint as the customer and put you in the seat of the quality manager.

1. **Complaint Resolution.** Provide two to three sentences for each viewpoint.

Customer Viewpoint: Explain the nature of the quality issue for your service or product and provide a description of how you went about addressing your quality complaint with the service provider or product manufacturer. Were you satisfied with how your complaint was handled?

Quality Manager Viewpoint: Explain why complaints or defects should be viewed as a good thing from a company standpoint.

2. **Feedback.** Provide two to three sentences for each viewpoint.

Customer Viewpoint: What type of feedback did you get from the service provider or product manufacturer? Were you asked, or did you participate in any type of solicited customer feedback such as a survey?

Quality Manager Viewpoint: Explain the benefit of using customer feedback to improve the company's customer service and quality. Explain which customer feedback tool you believe would provide the most benefit for your company.

3. **Guarantees.** Provide two to three sentences for each viewpoint.

Customer Viewpoint: What type of guarantee did you receive based on your quality issue? Was the guarantee consistent with the five elements of an effective guarantee? Please explain why or why not.

Quality Manager Viewpoint: Explain the importance of having an effective guarantee policy from a marketing and quality standpoint.

4. **Corrective Action.** Provide two to three sentences for each viewpoint.

Quality Manager Viewpoint: Based on the quality issue presented in this case study, you have been asked to lead a team to improve the process and implement a corrective action. Your thoughts and reasoning can be hypothetical for this aspect of the case study. You are encouraged to do research to determine elements of an effective corrective action.

- Provide an explanation for what happened for the quality issue to occur.
- Describe the steps you would take to resolve the quality issue so it does not occur again.

Requirements of Submission: The case study assignments must follow these formatting guidelines: double spacing, 12-point Times New Roman font, and one-inch margins. Each case study should be one to two pages in length. Include at least two sources of research and follow APA guidelines for citations and references.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Components of Customer-Relationship Management	Includes all of the main components and requirements and cites multiple examples to illustrate each	Includes most of the main components and requirements and cites examples to illustrate	Includes some of the main components and requirements	Does not include any of the main components and requirements	25
Inquiry and Analysis	Provides an in-depth analysis that demonstrates a complete understanding of multiple concepts	Provides an in-depth analysis that demonstrates an understanding of some concepts	Provides an analysis that demonstrates a minimal understanding of concepts	Does not provide an analysis	20
Integration and Application	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	15
Critical Thinking	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions but does not defend with evidence	Does not draw logical conclusions	20
Research	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	10
Writing (Mechanics/Citations)	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
Earned Total					100%