

Customer Service Plan Project Rubric - Lowest Score

| Criteria | Rating | Comments |
|--|-----------|----------|
| Part I. What does good customer service look like? | 1 2 3 4 5 | 5 |
| Part II. How should guests be greeted upon pre-arrival (when making reservations) or upon arrival? | 1 2 3 4 5 | 4 |
| How should guests' orders be taken? | 1 2 3 4 5 | 5 |
| How should guests be treated while in the operation or in its drive-through areas? | 1 2 3 4 5 | 4 |
| How will guest complaints be addressed? | 1 2 3 4 5 | 4 |
| Part III. How will you achieve good customer service? Create a customer service survey. (10 questions max) | 1 2 3 4 5 | 5 |
| Plan on - How will you consider this input? | 1 2 3 4 5 | 5 |
| What training will you provide employees to help them achieve the new standards? (5W's & How) | 1 2 3 4 5 | 5 |
| Include a Good Customer Service Checklist (Grooming, attitude, communication, professionalism) | 1 2 3 4 5 | 5 |
| Graphics, visuals, design, mechanics ● There are no grammatical or punctuation errors. ● There are no spelling errors. ● Utilizes proper business language. | 1 2 3 4 5 | 5 |

Ratings

1 - Inadequate

2 - Marginal

3 - Fair

4- Good

5 - Excellent