

# Customer Service Call Rubric

70 POINTS

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
<b>Introduction and Personal rapport</b>	5-6 points	3-4 points	0-2 points	6	
	Individual utilizes given information and asks questions, utilizing the answers and past interaction with the customer in an attempt to build and/or maintain personal rapport.	Individual mostly utilizes given information and asks questions, utilizing the answers and past interaction with the customer in an attempt to build and/or maintain personal rapport.	Individual poorly utilizes given information and asks questions, poorly utilizing the answers and past interaction with the customer in an attempt to build and/or maintain personal rapport.		
<b>Determining Issues</b>	5-6 points	3-4 points	0-2 points	6	
	Individual asks questions to learn about the customer's situation.	Individual mostly asks questions to learn about the customer's situation.	Individual poorly asks questions to learn about the customer's situation.		
<b>Clarify Information</b>	5-6 points	3-4 points	0-2 points	6	
	Individual asks questions to confirm and clarify preliminary customer information.	Individual mostly asks questions to confirm and clarify preliminary customer information.	Individual poorly asks questions to confirm and clarify preliminary customer information.		
<b>Confirming and Summarizing</b>	5-6 points	3-4 points	0-2 points	6	
	Individual confirmed and summarized and the customer situation.	Individual mostly confirmed and summarized and the customer situation.	Individual poorly confirmed and summarized and the customer situation.		
<b>Solution Development</b>	5-6 points	3-4 points	0-2 points	6	
	Individual develops and introduces solution.	Individual partially develops and introduces solution.	Individual poorly develops and introduces solution.		
<b>Customer Feedback</b>	5-6 points	3-4 points	0-2 points	6	
	Individual allows customer to express their thoughts and feelings on the proposed solution.	Individual partially allows customer to express their thoughts and feelings on the proposed solution.	Individual does not allow customer to express their thoughts and feelings on the proposed solution.		
<b>Acknowledge Concerns</b>	5-6 points	3-4 points	0-2 points	6	
	Individual listens and clarifies customer's solution concerns.	Individual partially listens and somewhat clarifies customer's solution concerns.	Individual does not listen and poorly clarifies customer's solution concerns.		
<b>Summarized</b>	5-6 points	3-4 points	0-2 points	6	

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
<b>Solution and Addressed Concerns</b>	Individual summarizes and discusses the solution to address the customers concerns.	Individual mostly summarizes and discusses the solution to address the customers concerns.	Individual fails to summarize and discuss the solution to address the customers concerns.		
	5-6 points	3-4 points	0-2 points		
<b>Close situation</b>	Individual obtains customer agreement and/or acknowledgement of the resolution.	Individual mostly obtains customer agreement and/or acknowledgement of the resolution.	Individual fails to obtain customer agreement and/or acknowledgement of the resolution.	6	
	8-10 points	4-7 points	0-3 points		
<b>Relevant Application</b>	Individual correctly applied the company's policy.	Individual partially applied the company's policy.	Individual did not apply the company's policy.	10	
	5-6 points	3-4 points	0-2 points		
<b>Relationship Maintenance</b>	Individual actively listened and worked with the customer to maintain the relationship.	Individual partially listened and worked with the customer to maintain the relationship.	Individual poorly listened and worked with the customer to maintain the relationship.	6	

**TOTAL POINTS EARNED OUT OF 70**