

## Rubric for Customer Service Demonstration

<p><b>Task Description:</b> Demonstrate technical skills used in quality customer service.</p> <p><b>Students will:</b></p> <ul style="list-style-type: none"> <li style="width: 50%;">• greet and welcome guest</li> <li style="width: 50%;">• Introduce themselves (with a smile)</li> <li style="width: 50%;">• escort guest to table</li> <li style="width: 50%;">• take drink and meal orders</li> <li style="width: 50%;">• converse politely with customer</li> <li style="width: 50%;">• use suggestive up-selling techniques</li> <li style="width: 50%;">• present menus properly</li> </ul>					
Criteria	weight	Exceptional	Admirable	Acceptable	Attempted
<b>Attitude</b>	30%	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exhibits a positive attitude</li> <li><input type="checkbox"/> Self-confident</li> <li><input type="checkbox"/> Self-motivated</li> <li><input type="checkbox"/> Strong, positive contributor to employee morale</li> <li><input type="checkbox"/> Receptive to new ideas and adapts to change</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exhibits a positive attitude most of the time</li> <li><input type="checkbox"/> Is self-confident most of the time</li> <li><input type="checkbox"/> Is self-motivated most of the time</li> <li><input type="checkbox"/> Is a contributor to employee morale</li> <li><input type="checkbox"/> Usually receptive to new ideas and adaptive to change</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exhibits a positive attitude occasionally</li> <li><input type="checkbox"/> Little self-confidence</li> <li><input type="checkbox"/> Little self-motivation</li> <li><input type="checkbox"/> Seldom contributes to positive employee morale</li> <li><input type="checkbox"/> Seldom receptive to new ideas; hesitant to adapt to change</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Exhibits negative attitude</li> <li><input type="checkbox"/> Lacks self-confidence</li> <li><input type="checkbox"/> Lacks self-motivation</li> <li><input type="checkbox"/> Weak, negative contributor to employee morale</li> <li><input type="checkbox"/> Rejects new ideas; does not adapt well to change</li> </ul>
<b>Demonstration</b>	30%	<ul style="list-style-type: none"> <li><input type="checkbox"/> Shows confidence</li> <li><input type="checkbox"/> Informative</li> <li><input type="checkbox"/> Entertaining; engages customers</li> <li><input type="checkbox"/> Speaks loudly and clearly</li> <li><input type="checkbox"/> Appropriate use of body language</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Shows some confidence</li> <li><input type="checkbox"/> Presents some information</li> <li><input type="checkbox"/> Engages customers</li> <li><input type="checkbox"/> Can be heard</li> <li><input type="checkbox"/> Some use of body language</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Unsure of responsibility</li> <li><input type="checkbox"/> Somewhat informative</li> <li><input type="checkbox"/> Engages customers intermittently</li> <li><input type="checkbox"/> Hard to hear</li> <li><input type="checkbox"/> Some movement</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Portrayal stalls</li> <li><input type="checkbox"/> Lacks information</li> <li><input type="checkbox"/> Customers are bored</li> <li><input type="checkbox"/> Mumbles</li> <li><input type="checkbox"/> Body language is lacking; inappropriate</li> </ul>
<b>Verbal Skills</b>	20%	<ul style="list-style-type: none"> <li><input type="checkbox"/> Speaks clearly</li> <li><input type="checkbox"/> Projects voice</li> <li><input type="checkbox"/> Pronounces all words correctly</li> <li><input type="checkbox"/> No vocalized pauses (uh, um., well)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Speaks clearly most of the time</li> <li><input type="checkbox"/> Projects voice most of the time</li> <li><input type="checkbox"/> Pronounces words correctly most of the time</li> <li><input type="checkbox"/> 1-5 vocalized pauses</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Speaks somewhat clearly</li> <li><input type="checkbox"/> Projects voice somewhat</li> <li><input type="checkbox"/> Pronounces some words incorrectly</li> <li><input type="checkbox"/> 6-9 vocalized pauses</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Speaks unclearly</li> <li><input type="checkbox"/> Weak voice projection</li> <li><input type="checkbox"/> Incorrect pronunciation</li> <li><input type="checkbox"/> 10 or more vocalized pauses (uh, um, well)</li> </ul>

Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

<p><b>Non-Verbal Skills</b></p>	<p>20%</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Utilized eye contact well</li> <li><input type="checkbox"/> Appropriate facial expressions (smiles, appears interested)</li> <li><input type="checkbox"/> Appropriate hand gestures</li> <li><input type="checkbox"/> Exhibits good posture; stands up straight with both feet on the ground</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Some eye contact</li> <li><input type="checkbox"/> Some appropriate facial expressions</li> <li><input type="checkbox"/> Some appropriate hand gestures</li> <li><input type="checkbox"/> Exhibits good posture most of the time</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Rarely uses eye contact</li> <li><input type="checkbox"/> Very few facial expressions</li> <li><input type="checkbox"/> Very few appropriate hand gestures</li> <li><input type="checkbox"/> Poor posture most of the time</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Does not look at audience</li> <li><input type="checkbox"/> Expressionless</li> <li><input type="checkbox"/> No hand gestures shown</li> <li><input type="checkbox"/> Sits, slumps, sways</li> </ul>
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Assignment Score \_\_\_\_\_ + Beyond/Bonus \_\_\_\_\_ = Final Score \_\_\_\_\_