# National Service Marketing Competition

## Customer Complaint Management Event Evaluation Sheet

**Team ID: ____________________________  Date: _________________**

<table>
<thead>
<tr>
<th>Scoring:</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
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### (5%) Initial Interaction
- Greeted customer in a positive manner
- Used company name
- Introduced self and department
- Asked for customer’s name

### (20%) Identification of Customer Problem/Complaint
- Asked customer how they could assist them.
- Acknowledged issue/problem
- Restated issue to get clarification
- Asked questions to obtain necessary information
- Listened attentively, didn’t interrupt

### (25%) Addressing Customer Problem/Complaint
- Addressed complaint/problem with explanation
- Gave accurate information
- Used good judgment in resolving complaint/problem
  - Justifiable to customer
  - Justifiable to manager
- Focused on achieving win-win situation for customer and company

### (30%) Resolution and Close
- Explained limitations of what could and could not be done for customer
- Summarized actions to be taken – how complaint will be addressed
- Efficiently handled/addressed customer concerns
- Obtained necessary customer information (e.g., name, address, phone number)
- Asked if customer needed any other assistance
- Attempted to restore positive relationship between customer and company
- Offered name for any future assistance customer might require
- Thanked customer for bringing problem to firm’s attention and for being customer

### (15%) Communication and Poise
- Used customer’s name during interaction
- Used positive and phrasing
- Used wording and language that was clear and concise
- Remained poised and calm
- Demonstrated appropriate non-verbal behavior
- Displayed emotional competence (perception, understanding, and regulation of customer’s emotions)

### (5%) Overall
- Exhibited enthusiasm and confidence
- Demonstrated company/product knowledge