### National Service Marketing Competition
#### Service Recovery Event Evaluation Sheet

**Team ID:** ______________________  
**Date:** ________________

<table>
<thead>
<tr>
<th>Scoring:</th>
<th>Poor 1</th>
<th>2</th>
<th>3</th>
<th>Fair 4</th>
<th>Good 5</th>
<th>6</th>
<th>Very Good 7</th>
<th>8</th>
<th>Excellent 9</th>
<th>10</th>
</tr>
</thead>
</table>

___(10%) **Speed of Recovery Response**  
- Response plan addresses situation in a timely fashion

___(10%) **Acknowledgment of Problem**  
- Response plan recognizes extent of problem  
- Response plan recognizes severity of problem

___(10%) **Demonstration of Empathy**  
- Offers apology  
- Response plan demonstrates an understanding of problem from customer’s perspective

___(15%) **Problem Ownership**  
- Response plan takes responsibility for problem  
- Response plan addresses internal issues related to problem  
- Response plan addresses customer issues related to problem

___(15%) **Problem Resolution**  
- Response plan fixes or attempts to eliminate problem  
- Estimates cost of recommended actions/solutions

___(10%) **Steps for Recovery**  
- Response plan delineates steps for insuring problem does not reoccur  
- Informs all partners involved or affected by failure

___(10%) **Customer Relationship Cultivation**  
- Response plan establishes an effective communication channel with customers

___(10%) **Empowerment**  
- Response plan empowers appropriate individuals and front-office personnel to conduct recovery actions

___(10%) **Communication and Poise**  
- Use of positive and phrasing  
- Use of wording and language that was clear and concise  
- Exhibits poise and calm  
- Exhibits enthusiasm and confidence  
- Use of appropriate non-verbal behavior