

MKT 405
Complaint Letter Response Analysis - Evaluation Sheet

Date: _____
 Class: 8:00 9:30
 Team: _____

Name: _____

Analysis Score: _____
 (Out of 100)

Breakdown of Points:

Complaint Letter (previously submitted) _____
 (5 points)

Introduction:

Discussion of situation leading to complaint/nature of complaint _____
 (4 points)
 Discussion of resolution you were seeking _____
 (4 points)
 Discussion of what you expected firm to do _____
 (4 points)

Firm Response:

Description of response _____
 (9 points)
 Discussion of adequacy of response _____
 (12 points)
 Discussion of why firm responded in the manner they did _____
 (12 points)
 Discussion of what the firm could have done to delight you _____
 (5 points)

or

Firm Nonresponse:

Discussion of why you think you did not receive a response _____
 (12 points)
 Example letter (to yourself) of adequate response _____
 (15 points)
 Discussion of why your letter would be an adequate response _____
 (11 points)

Discussion:

The effect of registering the complaint online _____
 (3 points)
 How you now feel towards the organization _____
 (4 points)

Final Thoughts:

Discussion of “the customer who complains is the firm’s friend” _____
 (5 points)
 Discussion of what you learned from this experience _____
 (5 points)
 Discussion of how you will use this knowledge in the business world _____
 (5 points)

Use of services marketing concepts in your discussion _____
 (15 points)

Writing Quality & Professionalism _____
 (8 points)

- assignment includes *all* required pieces of information (e.g., complaint letter, company-initiated correspondence)
- assignment appropriately uses headings, page numbers, footnotes, references, etc.
- observations in the paper can be characterized by *depth and substance*
- assignment not only uses *services marketing concepts* throughout the discussion but demonstrates a clear understanding of these concepts