

Performance Task

Service Culture

Objective:

At the end of the exercise, the students should be able to:

- Develop a narrative report on the service culture of an organization.

Requirement:

- Microsoft Word

Instruction: Perform what is asked to provide the required information in the following items. **(40 points)**

- Research a local company that has experienced any of the following.
 - A company that is known for how it negatively treats its customers.
 - A company that is exposed as a multi-level marketing scheme.
 - A company that lost employees based on how they were treated.
 - A company that recently closed as it was not able to adapt to sudden changes.
- Create a narrative report that details the following:
 - The service culture of the company
 - The causes that led to such a turn of events
 - The effects of such events on the company
 - The resolutions done by the company, if any
- The narrative report must be no less than 10 sentences. Cite your references.

GRADING RUBRIC:

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)	Score
Completeness (x5)	The student provided <u>all</u> the requirements.	The student <u>missed some</u> requirements	The student <u>missed most</u> of the requirements	The output is <u>unfinished</u> .	/20
Details (x3)	The narrative report is <u>cohesive and detailed</u> .	The narrative report is <u>clear but lacks complete details</u> .	The narrative report is <u>unclear and lacks complete details</u> .	The narrative report is <u>unorganized and has no details</u> .	/12
Content (x2)	The narrative report is <u>more than ten (10)</u> sentences.	The narrative report is <u>at least ten (10)</u> sentences.	The narrative report is <u>less than 6-10</u> sentences.	The narrative report is <u>less than 5</u> sentences.	/8