Customer Satisfaction Survey Assignment Assessment

Utilizing this assessment is up to your discretion as the instructor. It is not available to students

Requirements for Full Points	Points Possible
1. The company and situation are explained and are appropriate for the assignment.	10
2. The questions are phrased appropriately: • At least eight components are present in the matrix. • Components are listed in logical order using the pathway approach. • Components are well developed and avoid common survey development errors.	20
3. The Likert scale is used consistently across each component.	10
4. Both open-ended questions are phrased appropriately and are clearly written; both lead to open-ended responses instead of yes/no responses.	10
Mechanics: No spelling and/or grammatical errors.	10
Total Points	**60**