Name _____Period _____Date _____

Rubric for Client Retention: Services, Techniques and Resources Project

Task Description: Select a business in the Human Services Career Pathway and think of effective tools and technology that can to be utilized to retain your client(s). Create a Blendspace™ presentation. The contents of the presentation must include:

- a clear focus on effective client retention techniques and resources

- five technology-based methods, such as social media, that can be used to enhance the client experience and retain clients

- methods for creating a good first impression for your clients

- steps to resolving client complaints

- three loyalty programs to encourage return business

Criteria	weight	Exemplary Yes	Accomplished Yes, but	Developing No, but	Beginning No
A Clear Focus	25%	☐ Sources are appropriate to provide a clear focus	☐ Most sources are appropriate to provide a clear focus	☐ Some sources are inappropriate to provide a clear focus	☐ Sources do not provide a clear focus for the project
Technology Methods	25%	☐ In-depth coverage of technology ☐ Thoughtful analysis and representation of technology methods (5)	☐ Displays an understanding of the use of technology ☐ Basic analysis and representation of technology methods (4)	☐ Little understanding of the use of technology ☐ Minimal or general analysis and representation of technology methods (3-2)	☐ No understanding of the use of technology ☐ Analysis vague or not evident of technology methods (1)

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Methods and Steps for Resolving Client Issues and Loyalty Programs	25%	☐ Sources are appropriate to provide adequate information; three loyalty programs ☐ Makes clear connections among ideas		☐ Some sources are appropriate to provide adequate information; two loyalty programs ☐ Makes connections among ideas	☐ Few are appropriate to provide adequate information; one loyalty program ☐ Connections may be awkward	☐ Lacking appropriate information; no loyalty programs ☐ Poor connections	
Mechanics/ Presentation	25%	☐ Correct format ☐ Correct grammar, usage, mechanics and spelling		☐ Mostly correct format ☐ Mostly correct grammar, usage, mechanics and spelling	☐ Format less than correct ☐ Some errors in grammar, usage, mechanics and spelling	☐ Incorrect format ☐ Errors in grammar, usage, mechanics and spelling	

Assignment Score _____   **+**   Beyonder/Bonus _____   **=**   Final Score _____