



# Customer Service Poster Project

**GPS Standards: BMA-BT-3.4** Explain and model the importance of clear and concise communication with customer interaction.

**BMA-BT- 1.3** Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations. **BMA-BT- 2.5** Apply basic design principles to documents

to produce professional quality products.

## Objectives:

- Explain the importance of good customer service
- Think critically to develop a customer service poster to use in a restaurant.
- Use technology to create a professionally designed poster.

**Total Project Time:** One 90-minute class session.

## Tasks/Directions:

Luigi is opening up a new Italian restaurant in Epsom, which promises to deliver high quality food and excellent customer service. Design a poster for Luigi to hang in his restaurant to remind his employees of how to give good customer service. Include the following in your poster:

- Title your poster: 'Top 5 Tips for Giving Excellent Customer Service.'
- Explain each key feature of good customer service
- Include the consequences of bad customer service
- Use <http://postermymwall.com> or another graphic design website to design your poster.
- Include your name, date, and block at the bottom of the poster.
- Include any websites that you used to create your poster (if applicable).
- Download your poster and upload it to the assignment area in Google Classroom.

Rubric – Customer Service Poster			
Criteria	Possible Points	Student Evaluation	Teacher Evaluation
<b>Title</b> —Does your poster include the title: “Top 5 Tips for Giving Excellent Customer Service?”	25		
<b>5 Tips:</b> Did you include and explain at least 5 Tips for Giving Excellent Customer Service? Did you include at least one consequence for giving bad customer service	25		
<b>Organization/Participation</b> —Is the finished product well organized and neat in appearance? Does the result reflect a strong effort on your part?	25		

<b>Correct capitalization, grammar, spelling is used</b>	25		
<b>TOTAL</b>	<b>100</b>		
<b>Excellence Points</b> —going over and above what is required (shows creativity)			
<b>Penalty Points</b> —points deducted for plagiarism, not following instructions, lateness, etc.			
<b>Comments:</b>			