

WRITTEN CUSTOMER ASSISTANCE JUDGES SCORECARD		Deduction	Points Possible	Member Score
Customer Relations <i>(maximum deduction = 10 points)</i>				
☐ Does the letter create/maintain goodwill (is it free of negative words that create an unpleasant tinge)?		-2	10	
☐ Is the tone appropriate for the letter purpose?		-2		
☐ Does the letter emphasize reader (you) rather than writer (I)?		-4		
☐ Is the tone and reading level appropriate for reader?		-2		
Business Letter Form <i>(maximum deduction = 10 points)</i> Is the letter written in acceptable business format including: ☐ date ☐ inside address ☐ salutation ☐ body ☐ complimentary close ☐ signature ☐ additional data (pc, enclosure, etc.)		-2 pt per item missed	10	
Organization <i>(maximum deduction = 10 points)</i>				
☐ Is the content organized in logical, coherent order?		-3	10	
☐ Is the letter properly divided into paragraphs with topic sentences?		-2		
☐ Is the letter divided into sentences which clearly convey key points?		-3		
☐ Does the letter use short conversational words?		-2		
Technical Information <i>(maximum deduction = 10 points)</i>				
☐ Is the technical information provided in letter correct?		-2	10	
☐ Is the information provided in simple, clear, concise manner?		-1		
☐ Does the letter relate directly to the inquiry?		-1		
Grammar/Punctuation <i>(maximum deduction = 10 points)</i>				
Each grammatical error		-2	10	
Each punctuation error		-1		
Each spelling error		-1		
Total Score:			50	
Rules Infractions <i>(maximum deduction = 15 points subtracted from total above)</i>				
☐ Copy not written in ink		-5		()
☐ Copy sloppy or of very poor legibility		-2-5		
☐ Not on letter head		-5		
☐ Plagiarized (left as notes/did not rewrite/??) the information provided		-5		
Each specified item not included: ☐ Address ☐ Appreciation of business expressed ☐ 2 problems addressed (-1 for each not id) ☐ 4 solutions addressed (-1 for each not described) ☐ Source of information noted		-1 pt per item missed		
Grand Total:				