

Product Support - Quality Assurance Rubric

Category	Focus Area	2 - Meets Expectations	1 - Misses Opportunities	0 - Needs Improvement
Communication	Communicates with empathy, kindness, and personality	We actively listen to our users, offer clear and empathetic responses, maintain a positive tone, and demonstrate patience when needed. We seek to establish a genuine human connection with them whenever possible.	There are missed opportunities to provide the user with reassurance or validate their concerns.	We are dismissive or short with user.
Understanding	Validates, verifies, and clarifies	We demonstrate that we understand the user's issue by addressing everything they said. Before jumping into troubleshooting, we confirm that we understand what the user is asking and what outcome they want. If we don't understand the issue, we seek clarity with the user. We confirm we see what they see.	We make assumptions about the issue, don't confirm key details, or get too focused on one aspect, missing the bigger picture or potential workaround.	Skip over parts of what the user said. Fail to verify the issue, leading to inaccurate troubleshooting or additional back-and-forth. A peer must course-correct in future interactions.
Accuracy	Provides an accurate answer, tailored to the user	The answer is correct, and we make sure to personalize it for the user, being specific about their account, school, and original question.	We provide a "technically" correct answer, but since it wasn't made more specific to the user, the reply sounds generic. Or, we answer only part but not all of their questions.	We provide an inaccurate response.
Expectations	Sets clear expectations about reply and resolution time	We proactively let the user know how long an issue may take to resolve, from the beginning, and we check in with updates on a regular basis.	We are unclear about a timeline, over-promise a resolution, or only provide an estimate when prompted by the user. We don't update the user with regularity.	Fail to provide any timeline information or respond to user inquiries about resolution time.
Efficiency	Moves issue toward resolution	We are efficient in how we handle the interaction. We resolve in one-touch, or successfully moves the issue closer to resolution through the troubleshooting process. We gather key information and if necessary, escalate to the proper channels. We are creative with a workaround if that provides a faster solution.	There is a missed opportunity to resolve the issue within first touch or a misunderstanding that needed clarification. Or, we move it forward but not in the most efficient way.	Actions hinder resolution, creating unnecessary back-and-forth or escalating into a conflict with the user.
Process	Follows internal procedures and systems	On the backend, we observe the best practices for managing an interaction. If we escalate the issue, we follow the correct procedures. If we discover new information or workarounds, we share with the team.	We miss a detail in the process (don't include a note, forget to tag), making it more difficult for a peer to pick up. Or, when escalating an issue, we are not thorough or are unclear.	Critical process steps are missed, preventing proper resolution or causing significant delays.

N/A may be applied when a criterion is not applicable to the interaction.