

AI CONTENT QUALITY REVIEW & RUBRIC EVALUATION SAMPLE

Structured human evaluation of AI-generated business content

Purpose of this sample

This fictional demonstration shows a repeatable method for evaluating AI-generated content against a defined rubric. The reviewer identifies defects, distinguishes acceptable from unsupported or incomplete content, provides concise rationale, and produces a corrected version that better satisfies the original instruction.

Sample Evaluation Scenario

Prompt type: Business instructional content **Audience:** New supervisors **Task:** Create a concise customer-complaint response procedure

USER INSTRUCTION TO THE AI

Write a five-step procedure for a new supervisor handling a customer complaint. The procedure should be professional, concise, action-oriented, and suitable for a one-page training handout. It must include documenting the complaint, determining whether the issue can be resolved immediately, escalating issues that exceed the supervisor's authority, communicating next steps to the customer, and recording the final resolution.

AI-GENERATED RESPONSE

Customer Complaint Procedure

1. Listen carefully to the customer and be polite.
2. Fix the problem as quickly as possible so the customer is satisfied.
3. If you cannot fix it, ask a manager what to do.
4. Tell the customer that the company values their business and someone will get back to them.
5. Make a note about what happened.

Always remember that the customer is right, so supervisors should do whatever is necessary to make the situation better.

Initial Evaluation

The response follows the requested five-step format and uses generally professional language, but it does not fully satisfy the instruction. Documentation occurs too late, the immediate-resolution decision is undefined, escalation is vague, customer next steps are not specific, final resolution is not recorded, and the closing statement introduces an unsupported absolute rule.

RUBRIC-BASED QUALITY EVALUATION

The output is scored against requirements that can be checked directly from the prompt and response; no outside subject-matter assumptions are required.

Criterion	Score	Reviewer Rationale
Instruction adherence	2 / 4	Uses five steps, but several required elements are missing or incomplete.
Completeness	1 / 4	Does not clearly document the complaint at intake, define immediate-resolution judgment, or record final resolution.
Logic & sequence	2 / 4	Basic flow is recognizable, but documentation should begin earlier and the escalation/communication sequence needs clearer decision logic.
Clarity & actionability	2 / 4	Language is readable, but phrases such as “fix the problem” and “ask a manager” are too vague for a new supervisor.
Internal consistency	3 / 4	No major contradiction, but the final absolute statement can conflict with authority limits implied by the escalation requirement.
Tone & professionalism	3 / 4	Generally appropriate tone; the unsupported “customer is right” rule is overly absolute and not suitable as procedural guidance.
Format & usability	3 / 4	Concise five-step structure is useful, but it needs stronger labels and clearer action verbs for a training handout.

Overall rating: NEEDS REVISION

The response is usable as a draft but should not be released as training content because it misses required prompt elements and contains vague or overly absolute guidance.

Priority corrections

- Document the complaint at the beginning, not only after the interaction.
- Create an explicit decision point: resolve immediately only when the issue is within the supervisor’s authority and can be completed appropriately.
- Define escalation by authority limit rather than the vague phrase “ask a manager.”
- Tell the customer what will happen next and when an update can be expected, without inventing a specific deadline.
- Record the final resolution and remove the unsupported absolute closing rule.

CORRECTED AI OUTPUT & FINAL QA

REVISED FIVE-STEP PROCEDURE

Customer Complaint Response Procedure

1. Document the complaint. Record the customer's concern, relevant facts, and requested outcome in the approved system or form.
2. Determine whether you can resolve it immediately. Confirm whether the issue is within your authority and whether a reasonable resolution can be completed at once.
3. Resolve or escalate. If the issue is within your authority, complete the appropriate resolution. If it exceeds your authority or requires additional review, escalate it through the approved management process.
4. Communicate next steps. Explain what action has been taken or what will happen next, identify who will follow up when known, and avoid promising an outcome that has not been approved.
5. Record the final resolution. Update the complaint record with the action taken, any follow-up completed, and the final status.

FINAL QUALITY-CONTROL CHECK

✓ Prompt adherence

All five required content elements are now present in a five-step procedure.

✓ Completeness

The revised output covers intake documentation, resolution judgment, escalation, customer communication, and final documentation.

✓ Logic

The sequence moves from capture → decision → action/escalation → communication → final record.

✓ Clarity

Action verbs and decision points replace vague instructions without adding unnecessary detail.

✓ Consistency

The procedure respects authority limits and removes the unsupported absolute rule.

✓ Format

The output remains concise and suitable for conversion into a one-page training handout.

QUALITY REVIEW OUTCOME

Result: The revised response better satisfies the original instruction, is more actionable for the intended audience, and demonstrates how structured human review can improve AI-generated business content through rubric-based evaluation, targeted correction, and documented rationale.

This is a fictional demonstration sample created solely to illustrate AI-content quality review methodology. It does not reproduce client materials or evaluate a real employer or platform.