

Restaurant ABC Customer Care Plan Design Document

<i>Business Purpose</i>	<p>Restaurant ABC has seen a 15% increase in negative customer reviews over the last six months. While some locations have been seeing a minimal increase, other stores have been seeing up to a 25% increase in negative customer reviews. Restaurant ABC is very concerned about both the reasons for this increase as well as the long-term effects of continued increases in negative reviews.</p> <p>Goal: Negative customer reviews will decrease by 10% by the end of next quarter as customer-facing staff use the Customer Care Plan.</p> <p>This training will provide wait staff with tools they need to address customer concerns and decrease the incidence of negative customer reviews.</p>
<i>Target Audience</i>	All customer-facing employees at locations with a more than 15% increase in negative reviews.
<i>Training Time</i>	The training will be comprised of multiple sections. The section on the Customer Care Plan will be approximately 20 minutes.
<i>Training Recommendation</i>	<p>The recommendations for this training are:</p> <ul style="list-style-type: none">• Training will be an eLearning module. This is the best format for this training due to the fact that Restaurant ABC has multiple locations and staff members have differing schedules. This format also ensures that staff members are able to take the training on their own time.• All customer-facing employees at designated locations will take this training. This includes wait staff, management, and host positions.• Priority will be for all locations with more than 15% increase in negative reviews with a quarterly check-in to see the net change over time.• Quarterly reviews of all locations will be done to provide training to those locations.
<i>Deliverables</i>	<p>1 eLearning course:</p> <ul style="list-style-type: none">• developed in Articulate Storyline• Voiceover narration• A scenario assessment• Approximately 15 slides of content <p>Job Aid</p> <ul style="list-style-type: none">• Outlining the Customer Care Plan
<i>Learning Objectives</i>	<p>By the end of the module, learners will be able to:</p> <ul style="list-style-type: none">• explain the purpose of the Customer Care Plan.

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	<ul style="list-style-type: none">• identify the parts of the Customer Care Plan that can address the common customer concerns that have been expressed on the surveys.• apply the Customer Care Plan in various interactions with customers.
<i>Learner Outcomes</i>	Learners (all customer-facing employees at designated locations) will be able to apply the Customer Care Plan with the goal to reduce the incidence of negative customer reviews.
<i>Training Outline</i>	<ol style="list-style-type: none">1) Cover Slide2) Navigation3) Introduction of Problem<ul style="list-style-type: none">• Avatar Sheila speaks as a manager for Restaurant ABC. She tells the learner that in the last 2 quarters, Restaurant ABC has seen an increase in negative customer reviews. This training is designed to help customer-facing staff better implement the Customer Care Plan in order to avoid the concerns that customers are sharing.4) Objectives5) Why is the Customer Care Plan important?<ul style="list-style-type: none">• Explanation of the Customer Care Plan (go above and beyond, be friendly and helpful, and put the customer first), its intended purpose, and how it incorporates6) Customer Concerns<ul style="list-style-type: none">• Sheila shares some of the reviews that the restaurant has received.• Demonstrate how the Customer Care Plan can address concerns in each of the segments of the customer visit: arrival/seating, table service, meal, end of visit.7) Scenario Assessment<ul style="list-style-type: none">• Sheila invites the learner to try a scenario with a customer. Atsumi comes to Restaurant ABC for lunch. Learner will interact with Atsumi throughout the course of the entire meal, using the strategies learned in the previous slides.8) Summary9) Completion
<i>Evaluation Plan</i>	Scenario assessment puts the learner in the role of wait staff and asks them how they would respond to the customer. Learner must receive 80% of the available points or will have to retake the scenario. Customer may also leave during the scenario.