

Restaurant ABC – Customer Care Plan – Storyboard

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 concerned about both the reasons for this increase as well as the long-term effects of continued increases in negative reviews.

Target Audience: All customer-facing employees at locations with a more than 15% increase in negative reviews.

Terminal Objective: Negative customer reviews will decrease by 10% by the end of next quarter as customer-facing staff use the Customer Care Plan.

Slide Number/ Title	Audio	Visual/Text	Notes
1 – Title	<p>Welcome to Restaurant ABC’s Customer Care Plan training.</p> <p>My name is Sheila, and I’m the District Manager of Region X.</p> <p>This course will provide you the information and tools you need to have successful customer interactions and help make Restaurant ABC the food destination of choice for our customers.</p> <p>If you’d like to review the Navigation buttons before you start, select the “Navigation” button. If you’re ready to begin, select the “Start” button.</p>	<p>Slide opens with Restaurant ABC logo centered.</p> <p>The course title appears on screen: Restaurant ABC Customer Care Plan</p> <p>Sheila avatar appears, looking friendly, in business attire.</p> <p>Buttons appear, timed with the audio. One says “Navigation” and one says “Start.”</p>	<p>Navigation button will advance to next slide. Start button will advance to slide #3 (skipping the Navigation slide).</p>
2 – Navigation	<p>Before you begin the course, take a moment to familiarize yourself with the navigation controls.</p> <p>The menu will show your progress through the course. The refresh button will restart a slide. The forward and back buttons will move you through the course.</p> <p>If additional information covers the slide, use the “X” in the corner to go back.</p> <p>Select the next button to advance to the next slide.</p>	<p>Header: Navigation</p> <p>Image: People on a computer</p> <p>Arrows will point to each of the course controls (timed with audio).</p>	<p>Next button will advance learner to the next slide.</p>

<p>3 – Introduction of Problem</p>	<p>Our customers are the reason we're in business and taking care of them is the #1 goal of Restaurant ABC.</p> <p>While overall customer feedback is positive, we are seeing a significant increase in negative feedback in certain markets.</p> <p>Over the last six months, there has been a 15% increase in negative customer reviews. While some locations have been seeing a minimal increase, other stores have been seeing up to a 25% increase in negative customer reviews.</p> <p>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>And this is where you come in.</p>	<p>Sheila avatar speaks to the learner.</p> <p>As she speaks, graphs will appear on the screen showing the increases in negative reviews as part of the totals they've seen over the last six months.</p>	<p>Slide will advance automatically to the next slide.</p>
<p>4 – Objectives</p>	<p>This course is designed to provide you the tools and strategies to have strong, positive interactions with our customers. With the implementation of these tools and strategies, the company-wide goal is to reduce our negative reviews by at least 10% next quarter.</p> <p>After you've completed this course, you will be able to</p> <ul style="list-style-type: none"> • describe the Customer Care Plan • identify the parts of the Customer Care Plan that can address the common customer concerns expressed on our surveys. • apply the Customer Care Plan in various interactions with customers. 	<p>Header: Course Objectives</p> <p>Image: Background of a restaurant. Colored text box, transparent.</p> <p>On-screen text (timed with audio):</p> <ul style="list-style-type: none"> • explain the purpose of the Customer Care Plan • identify the parts of the Customer Care Plan that can address the common customer concerns expressed on our surveys. • apply the Customer Care Plan in various interactions with customers. 	
<p>5 – Customer Concerns and Reviews</p>	<p>Today, I've been reading the latest reviews that we've seen come in on our website. Unfortunately, they are similar to the ones we've been seeing lately.</p> <p>Let's take a look at a few.</p>	<p>Sheila avatar is seated behind a desk with a computer.</p> <p>Scene fades to show the computer screen with multiple reviews on it.</p>	<p>Each review will click forward to a popup with more information on it.</p>

	<p>[Once the learner has visited each of the reviews] Now that you've seen the reviews, select next to move forward.</p>	<p>Three reviews appear as text on the screen:</p> <p>#1: Title – Longest Meal Ever! #2: Title – Unfriendly staff #3: Title – Wrong meal again!</p> <p>Once selected, they will appear “unread” and the next button will be enabled.</p>	<p>When learner has visited each, the next button will be enabled.</p>
5a – Longest meal ever!	<p>Avatar2 voice – We were so looking forward to our meal at Restaurant ABC last week, but it was a big disappointment. When we arrived, the restaurant was very busy. However, we were told that the wait was less than 20 minutes. After 45 minutes, we were finally seated. Our waiter was friendly overall, but then our food took forever to come out. He said he checked on it, but always said “it will be right out.” And then, when our meal was done, it took us far too long to receive our bill and pay.</p> <p>Sheila: Hm, this review speaks very specifically to issues with timing and communication. What could have been done better for this customer?</p> <p>Type a short response into this box. You will be able to reflect on this answer later. When you're finished, click “submit.”</p>	<p>On-screen text of the email appears: We were so looking forward to our meal at Restaurant ABC last week, but it was a big disappointment. When we arrived, the restaurant was very busy. However, we were told that the wait was less than 20 minutes. After 45 minutes, we were finally seated. Our waiter was friendly overall, but then our food took forever to come out. He said he checked on it, but always said “it will be right out.” And then, when our meal was done, it took us far too long to receive our bill and pay.</p> <p>When Sheila begins speaking, she will appear thoughtfully on screen next to a fillable box.</p>	<p>Learner's answer will be saved for the end of the module, where they will be able to reflect on their answer.</p> <p>“Submit” will take learner back to slide 5.</p>
5b – Unfriendly staff	<p>Avatar3 voice – Restaurant ABC has long been one of our favorite places to eat, but lately we have not enjoyed our meals. Most recently, every employee we encountered was rude and unhelpful. When we asked the hostess how long the wait would be, she told us she would let us know and never did. Our waitress came to our table twice – once to take our order and once to deliver our meals. She never refilled our drinks, and never came back with our check. We had to ask a passing server to bring us our check. I love the food, but it's not an enjoyable experience when no one is helpful.</p>	<p>On-screen text of the email appears: Restaurant ABC has long been one of our favorite places to eat, but lately we have not enjoyed our meals. Most recently, every employee we encountered was rude and unhelpful. When we asked the hostess how long the wait would be, she told us she would let us know and never did. Our waitress came to our table twice – once to take our order and once to deliver our meals. She never refilled our drinks, and never came back with our check. We had to ask a passing server to bring us our check. I love the food, but it's not an enjoyable experience when no one is helpful.</p>	<p>Learner's answer will be saved for the end of the module, where they will be able to reflect on their answer.</p> <p>“Submit” will take learner back to slide 5.</p>

	<p>Sheila: We always want to make dining with us an enjoyable experience. How could this customer been helped better?</p> <p>Type a short response into this box. You will be able to reflect on this answer later. When you're finished, click "submit."</p>	When Sheila begins speaking, she will appear thoughtfully on screen next to fillable text box.	
5c – Wrong meal again!	<p>Avatar 4 voice – The last few times we've been to Restaurant ABC, something has been messed up on our order. First, it was some substitutions in two of our entrees – substitutions that were made due to dietary restrictions. We were able to get them corrected, but that meant half the table had their food while the other half didn't. Last time we visited, our beverages were incorrect, and then, after our meal, we wanted to order dessert, but the waiter dropped off our check without asking if we'd like anything else. We certainly didn't feel welcome either time!</p> <p>Sheila: Living up to our customers expectations is important, and mistakes like these mean our customers will look elsewhere for dining. What needs to happen during the meal so these mistakes are not made?</p> <p>Type a short response into this box. You will be able to reflect on this answer later. When you're finished, click "submit."</p>	<p>On-screen text of the email appears: The last few times we've been to Restaurant ABC, something has been messed up on our order. First, it was some substitutions in two of our entrees – substitutions that were made due to dietary restrictions. We were able to get them corrected, but that meant half the table had their food while the other half didn't. Last time we visited, our beverages were incorrect, and then, after our meal, we wanted to order dessert, but the waiter dropped off our check without asking if we'd like anything else. We certainly didn't feel welcome either time!</p> <p>When Sheila begins speaking, she will appear thoughtfully on screen next to fillable text box.</p>	<p>Learner's answer will be saved for the end of the module, where they will be able to reflect on their answer.</p> <p>"Submit" will take learner back to slide 5.</p>
6 – Customer Care Plan	<p>Sheila: To address these, and other customer concerns, Restaurant ABC has developed a new Customer Care Plan, and we're excited to share it with you!</p> <p>This plan is the cornerstone of all customer interactions. It's how we expect all staff members to treat our customers, and it will be the foundation of how we evaluate all our customer-facing employees (this will be discussed more on this in a later training module).</p> <p>There are three main components to the Customer Care Plan:</p>	<p>Sheila appears back in her office, with the customer care plan hanging on the wall behind her. She gestures to it.</p> <p>Scene fades to show the customer care plan up close.</p> <p>Sheila stands next to care plan and gestures to each of the topics. Each one highlights when she says it.</p>	Each line of text is a button that will pop up more information about each component.

	<ul style="list-style-type: none"> • go above and beyond • welcome our customers • be attentive <p>Click each item to learn more about how each component impacts the customer experience and to see examples of different ways that might be possible for you to interact positively with customers.</p> <p>[Once each component has been visited] No customer interaction will be perfect. Customers will have concerns that wait staff may not be able to address, and sometimes the customer will not enjoy their experience no matter how we interact with them. We will discuss de-escalating techniques in a later training module.</p> <p>However, understanding some of the common customer concerns in advance (and ways that you can address them, using the Customer Care Plan) will go a long way toward creating a positive experience for everyone.</p> <p>Click next to practice!</p>		
6a – Go Above and Beyond	<p>What does it mean to go above and beyond?</p> <p>There is a baseline of service that Restaurant ABC expects every staff to uphold. But it's just a baseline.</p> <p>In every situation, there are good ways to interact, and there are great ways to interact.</p> <p>As a customer-facing employee, you should always be thinking about the customer's experience, and how you can help make it the best it can be.</p> <p>Click on each icon to see some examples of how you can go above and beyond for our customers.</p>	<p>Image of an employee speaking to customers.</p> <p>Icons appear. Each will show an idea of how the staff can go above and beyond:</p> <p>Check in with diners often if there are long waits at any point during the meal.</p> <p>Offer free apps or beverages in extenuating circumstances.</p> <p>Ask if there are any allergies.</p> <p>Confirm any meal changes with kitchen.</p> <p>Always ask if they'd like anything else at the end of their meal.</p>	Each button will show one idea how the staff can go above and beyond.

6b –Be welcoming	<p>Think about the positive interactions you’ve experienced in the past with restaurant staff and store employees. You likely are thinking about times when employees were friendly and positive and provided you with excellent customer service.</p> <p>Being a welcoming presence is vital to creating the kind of atmosphere our customers deserve, and Restaurant ABC strives to provide that experience for all our customers.</p> <p>Click each icon to see some examples of how you can welcome our customers every meal.</p>	<p>Image of a hostess welcoming customers into the restaurant.</p> <p>Icons appear. Each will show an idea of how the staff show positivity.</p> <p>Greet everyone who arrives Build rapport with your customers Let customers know about any upcoming events or specials Recommend menu items Always ask how they enjoyed their meal. Ask them to come back</p>	Each button will show how the staff can welcome our customers.
6c – Be attentive	<p>Being attentive to our diners is how we create loyal, repeat customers. Take care of our customers during their meal, and they will want to come back again.</p> <p>Click each icon to see some examples of how you can be attentive to our customers to every meal.</p>	<p>Image of a server</p> <p>Icons appear. Each will show an idea of how staff can be attentive.</p> <p>Follow up with diners in the lobby with updated wait times. Ask if there’s an area they’d prefer to be seated. Check in with them often, and notice if they need refills. Notice when they finish their meal.</p>	Each button will show how the staff can be attentive.
7 – Reflection	<p>Now that you’ve had the opportunity to review the Customer Care Plan, let’s revisit your thoughts about our customer reviews!</p> <p>Click on each one to see your response, and reflect on whether or not you still agree that’s the best option.</p> <p>[Once learner visits all 3] Now that you’ve been able to consider your thoughts and reflect on them, it’s time to put them into practice in a real-life scenario.</p> <p>When you’re ready to begin, click the next button.</p>	<p>Sheila avatar is standing by her desk. She gestures towards the computer.</p> <p>Scene fades to show the computer screen with multiple reviews on it.</p>	
7a – Longest meal ever!		<p>On-screen text of the email appears: We were so looking forward to our meal at Restaurant ABC last week, but it was a big disappointment. When we arrived, the restaurant</p>	Learner’s answer will be saved for the end of the module, where they will be able to

		<p>was very busy. However, we were told that the wait was less than 20 minutes. After 45 minutes, we were finally seated. Our waiter was friendly overall, but then our food took forever to come out. He said he checked on it, but always said “it will be right out.” And then, when our meal was done, it took us far too long to receive our bill and pay.</p> <p>It will appear side by side with the learner’s response.</p>	<p>reflect on their answer.</p> <p>“Submit” will take learner back to slide 5.</p>
7b – Unfriendly staff		<p>On-screen text of the email appears: Restaurant ABC has long been one of our favorite places to eat, but lately we have not enjoyed our meals. Most recently, every employee we encountered was rude and unhelpful. When we asked the hostess how long the wait would be, she told us she would let us know and never did. Our waitress came to our table twice – once to take our order and once to deliver our meals. She never refilled our drinks, and never came back with our check. We had to ask a passing server to bring us our check. I love the food, but it’s not an enjoyable experience when no one is helpful.</p> <p>It will appear side by side with the learner’s response.</p>	<p>Learner’s answer will be saved for the end of the module, where they will be able to reflect on their answer.</p> <p>“Submit” will take learner back to slide 5.</p>
7c – Wrong meal again!		<p>On-screen text of the email appears: The last few times we’ve been to Restaurant ABC, something has been messed up on our order. First, it was some substitutions in two of our entrees – substitutions that were made due to dietary restrictions. We were able to get them corrected, but that meant half the table had their food while the other half didn’t. Last time we visited, our beverages were incorrect, and then, after our meal, we wanted to order dessert, but the waiter dropped off our check without asking if we’d like anything else. We certainly didn’t feel welcome either time!</p> <p>It will appear side by side with the learner’s response.</p>	<p>Learner’s answer will be saved for the end of the module, where they will be able to reflect on their answer.</p> <p>“Submit” will take learner back to slide 5.</p>

8 – Scenario Introduction	<p>Sheila: It's a busy Friday night service, and it's your job to make sure that your customers have a positive experience at Restaurant ABC.</p> <p>Before you begin, choose your character. Then, click next to continue.</p>	<p>Image of the customer care plan.</p> <p>Scene fades to show two avatars.</p>	Avatar will colorize when chosen.
9 – Assessment 1	<p>W – Welcome to Restaurant ABC! How many in your party?</p> <p>A – Party of one.</p>	<p>Header: Atsumi visits during the lunch rush.</p> <p>Image: Background photo is a restaurant. Atsumi and wait staff are standing around a podium.</p> <p>On-Screen Text: [speech bubbles] W – Welcome to Restaurant ABC! How many in your party? A – Party of one.</p> <p>[timed to appear after dialogue]</p> <ul style="list-style-type: none"> • How would you respond? • Have a seat until we call your name. [0] • Have a seat. We will call you shortly. [5] • Have a seat. Our wait is currently about 10 minutes, and we will call you shortly. [10] 	<p>Each question has a corresponding point value [noted in brackets] that will add to a score at the end.</p> <p>Choosing the answer will advance to next slide.</p>
10 – Assessment 2	<p>W – Here is your table and menu.</p> <p>A – Thank you.</p>	<p>Header: Atsumi is taken to her table.</p> <p>Image: Atsumi seated at table and wait staff standing next to her table.</p> <p>On-Screen Text: [speech bubbles] W – Here is your table and menu. A – Thank you.</p> <p>[timed to appear after dialogue] What would you say next?</p> <ul style="list-style-type: none"> • I'll be back. [0] • I'll give you time to look at the menu. [5] <p>While you wait for me to come back to take your order, can I get a beverage order in for you? [10]</p>	<p>Will not appear in the menu</p> <p>Each question has a corresponding point value [noted in brackets] that will add to a score at the end.</p> <p>Choosing the answer will advance to next slide.</p>

11 – Assessment 3	W – Here is your water. A – Thank you.	<p>Header: Atsumi is ready to order.</p> <p>Image: Atsumi seated at table and wait staff standing next to her table.</p> <p>On-Screen Text: [speech bubbles] W – Here is your water. A – Thank you. [timed to appear after speech bubbles]</p> <ul style="list-style-type: none"> • What would you ask next? • I can take your order now. [0] • Are you ready to order? [5] <p>Do you have any questions about the menu before you order? [10]</p>	<p>Will not appear in the menu</p> <p>Each question has a corresponding point value [noted in brackets] that will add to a score at the end.</p> <p>Choosing the answer will advance to next slide.</p>
12 – Assessment 4	W – I’m so sorry. The kitchen had a delay.	<p>Header: There is a kitchen delay.</p> <p>Image: Atsumi seated at table and wait staff standing next to her table.</p> <p>On-Screen Text: [speech bubbles] W – I’m so sorry. The kitchen had a delay.</p> <p>[timed to appear after speech bubbles] What would you say to Atsumi?</p> <ul style="list-style-type: none"> • Can I refill your water? [0] • Your food should be out in about ten more minutes. [5] <p>Your food will be about ten minutes longer. Can I bring you some complimentary appetizers while you wait? [10]</p>	<p>Will not appear in the menu</p> <p>Each question has a corresponding point value [noted in brackets] that will add to a score at the end.</p> <p>Choosing the answer will advance to next slide.</p>
13 – Assessment 5	W – I hope you enjoyed your meal!	<p>Header: Atsumi is finished with her meal.</p> <p>Image: Atsumi seated at table and wait staff standing next to her table.</p> <p>On-Screen Text: [speech bubbles] W – I hope you enjoyed your meal!</p>	<p>Will not appear in the menu</p> <p>Each question has a corresponding point value [noted in brackets] that will</p>

		<p>[timed to appear after speech bubbles]</p> <ul style="list-style-type: none"> • How would you close out the meal? • Here is your check. [0] • Would you like me to bring you the check? [5] <p>Would you like dessert or coffee? Or would you prefer I bring you the check? [10]</p>	<p>add to a score at the end.</p> <p>Choosing the answer will advance to next slide. menu</p>
14a – Results (pass)		<p>Image: Atsumi giving a thumbs up.</p> <p>On-screen text: Excellent job! Atsumi had a great experience at Restaurant ABC. She can't wait to come back!</p>	<p>Pass slide will appear if learner received a score of 35/50 on the scenario assessment. It will only include questions from the scenario, not the knowledge checks prior.</p> <p>Button will lead to summary page.</p>
14b – Results (not pass)		<p>Image: Atsumi crossing her arms, looking annoyed.</p> <p>On-screen text: Atsumi did not have a fantastic experience at Restaurant ABC. How might you do things different next time?</p>	<p>Not pass slide will appear if learned received a score under 35 on the scenario assessment. It will only include questions from the scenario, not the knowledge checks prior.</p> <p>Button will lead to slide 12.</p>
15 – Summary	<p>Sheila: Congratulations on completing this module and the scenario.</p> <p>We know that you can help us make sure that Restaurant ABC continues to be a favorite for diners.</p>		