

Video Title: Customer Support: The Lost Package

Target Audience: Customer service representatives in the company who may encounter complaints from customers.

Learning Objectives:

1. Demonstrate active listening (nodding, note taking, clarifying) when handling customer complaints.
2. Express empathy to customer by acknowledging their feelings and showing understanding.
3. Resolve Customer's issues by offering solutions, fixing the problem, or escalating the issue.

Outline:

- Intro
 - Title Slide
 - Jim gets job aid delivered
 - Jim thinks about job aid
- Active Listening
 - Jim actively listens and takes notes during phone call with customer
- Empathize
 - Jim shows empathy with customer's issue
- Resolve
 - Jim resolves issue
- Recap of "Listen, Empathize, Resolve" action plan/job aid

Characters:

1. Jim: A customer service representative (CSR)
2. Maria: A frustrated customer
3. Mr. Williams: Jim's manager

Color Palette:

Company colors: Hex Codes: cf8989



4d2020




a1aaab




Seat Time: 2-3 minutes

Directions for Reviewer(s): Please read through this vyond storyboard. Check to ensure factual content as well as approval of the storyline and concept. If you have changes, please leave a comment with an example of what you would rather see. (Ex: not just "I don't like this part." - please offer a suggestion.)

Global Comments:

- Vyond video takes place in an office setting. Jim is practicing using his new job aid while helping a customer on the phone who has an unresolved issue. The customer will appear during the call in one part of the screen with a different background.
- Any script in parentheses is not actually recorded, but instead tells who the speaker is.
- Job Aid Link:  Job aid final.png

Scene # 1	Title: Title Slide
Thumbnail	FX / Action / Animation / Media / B-Roll
	Intro music plays. The words and graphics appear on screen as the narrator speaks to intro the video.
On Screen Text (OST)	Script / Audio
Customer Support Listen, Empathize, Resolve	(Narrator Voice) Welcome to our Customer Support training: Listen, Empathize, Resolve

Scene # 2	Title: Jim's Office
Thumbnail	FX / Action / Animation / Media / B-Roll



Jim is working at his computer.
His boss, Mr. Williams enters with the job aid from the training.
Jim thanks him and hangs the job aid on the wall by his computer where he will be able to see it while working.
Mr. Williams leaves and Jim continues working.

On Screen Text (OST)

Script / Audio

(Mr. Williams): Hi, Jim!
I've got that job aid about supporting customers from our training yesterday.

(Jim): Thanks, Mr. Williams!
I am going to stick that right on my wall where I can see it!

(Mr. Williams): No problem. Have a great day!

Scene # 3

Title: Jim thinking of Job Aid


Thumbnail


FX / Action / Animation / Media / B-Roll



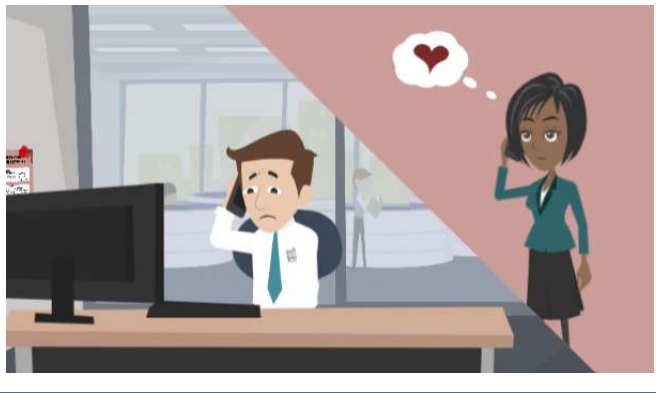
Jim thinks about his job aid/training.
Camera can zoom in on the job aid and show it up close for viewers to see it.

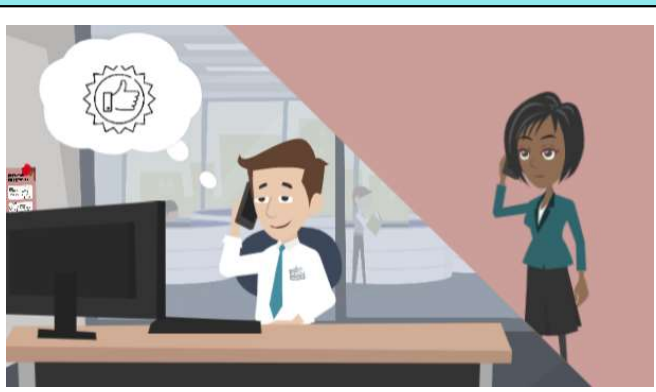
On Screen Text (OST)	Script / Audio
Job Aid is seen (with words visible)	(Jim): I really want to work on supporting our customers better after yesterday's training... I want to focus on active listening and taking notes. I especially want to show empathy to their situation and absolutely want to do my best to resolve the issue.

Scene # 4	Title: Phone Call
Thumbnail	FX / Action / Animation / Media / B-Roll
	<p>Phone rings Jim answers phone. Jim greets Maria. Maria and her background appear. Maria speaks about being frustrated. Jim responds saying he is so sorry to hear that.</p>
On Screen Text (OST)	Script / Audio
	<p>(Phone ring sound)</p> <p>(Jim): Hi, Maria. I just pulled up your information on my computer. How can I help you today?</p> <p>(Maria): I am just SO frustrated! My package was supposed to arrive two days ago! It's still not here and it is really important!</p> <p>(Jim): I am so sorry to hear that! I am going to make sure we get this sorted out for you. Can you give me a few details about your order please? I want to jot down some notes and be sure that I am hearing properly and understanding the issue so that I can help.</p>


Scene # 5	Title: Jim thinking to himself
Thumbnail	FX / Action / Animation / Media / B-Roll
	<p>Jim thinks back to his job aid. The icons from the job aid appear in speech bubbles as he thinks about them. Jim's voice is just a bit quieter here to show he is thinking these words vs saying them.</p> <p>During the active listening line, Jim can be seen showing active listening by writing notes while Maria, the customer, is talking.</p> <p>During the empathy thought, Jim shows he is distraught while Maria is talking.</p>
On Screen Text (OST)	Script / Audio
	<p>(Jim's thought): First step for supporting our customers: Active Listening</p> <p>(Jim's thought): Next, I want to show empathy to the customer's situation.</p>

Scene # 6	Title: Showing empathy
Thumbnail	FX / Action / Animation / Media / B-Roll

	<p>Jim expresses empathy to Maria's situation. He has emotion on his face as he talks to her.</p> <p>Maria seems less frustrated/angry. A thought bubble that shows she is feeling heard appears.</p> <p>Maria talks after Jim to thank him for understanding. She seems much calmer.</p>
<p>On Screen Text (OST)</p>	<p>Script / Audio</p>
	<p>(Jim): That must be so frustrating! I can see how important that package is... especially when you were really counting on it! I am so sorry this happened...</p> <p>(Maria): Yes! THANK YOU for understanding how difficult this is for me.</p>

<p>Scene # 7</p>	<p>Title: Jim Resolves Issue</p>
<p>Thumbnail</p>	<p>FX / Action / Animation / Media / B-Roll</p>
	<p>Jim thinks to himself about the last step in the job aid. His thought is at a lower volume to show he is thinking.</p> <p>Scene fades a bit and then shows Jim and Maria in mid conversation/as Jim is wrapping up the phone call.</p> <p>Jim speaks and reassures Maria that the issue has been resolved.</p> <p>While Jim speaks, Maria has thoughts of celebration. She jumps up and down with excitement.</p> <p>Maria then thanks Jim for his help. She looks happy.</p> <p>Maria and her background then slide out of the frame in the same way they slid in earlier to signal the end of the call.</p>

On Screen Text (OST)	Script / Audio
	<p>(Jim's thought): Now that I have listened and offered empathy... I can figure out how to resolve this issue!</p> <p>(Jim to Maria): Yes!... Yes!... That is correct. We've got the issue figured out. Your package will arrive later today. I am going to personally talk to my supervisor as well to ensure this does not happen again. We really appreciate you as a customer and again offer our apologies...</p> <p>(Maria): Thank you Thank you! I appreciate your help and understanding so much. It really means a lot.</p>

Scene # 8	Title: Jim Celebrates
Thumbnail	FX / Action / Animation / Media / B-Roll
	<p>Jim hangs up the phone. Celebration music begins as Jim raises his hands in celebration. A banner appears across the top showing the three points from the job aid.</p> <p>Narrator Speaks (Use the same voice as from the title slide).</p> <p>Once narrator finishes, show a thank you screen to end video as the music fades.</p>
On Screen Text (OST)	Script / Audio
<p>Listen, Empathize, & Resolve</p> <p>Thank you! Keep up the great work!</p>	<p>(Narrator): Effective customer support means listening, empathizing, and resolving issues. Your efforts make a big difference to our customers!</p>