

Subject	Topics to Include
<p><b>Business Purpose</b></p>	<p>KC Sun Fresh prides itself on customer service. Unfortunately, the company has had a decrease in sales and traffic by 4% since last year. This is due to employees not being able to handle difficult customer interactions which in turn loses repeat customers.</p> <p>The purpose of this course is to equip employees with the necessary skills and strategies to handle these types of interactions. This will enhance the overall customer experience, protect the brand reputation, and create a positive and customer-centric culture within the grocery store.</p> <p>KC Sun Fresh is hoping to see an increase of at least 5% in sales and traffic from the same time frame of the previous year within 90 days of rolling out this training course.</p>
<p><b>Target Audience</b></p>	<p>New employees of KC Sun Fresh and any staff members who need a refresher or are encountering difficult situations with customers could benefit from this course.</p>
<p><b>Training Time</b></p>	<p>30 minutes</p>
<p><b>Training Recommendation</b></p>	<p>An e-Learning course is recommended because there are multiple stores in this company that employ approximately 140 people for multiple shifts. On average, a turn around of 10 new employees are hired at different times throughout each month. Arranging a specific time for all employees to come together for in-person training is not possible.</p>
<p><b>Deliverables</b></p>	<p>1 Storyboard with script</p> <p>1 e-Learning course</p> <ul style="list-style-type: none"> <li>● Developed in Articulate Storyline</li> <li>● Includes voice over narration</li> <li>● Includes three main topics with scaffolded learning through videos and interactive content</li> <li>● Includes knowledge checks throughout course</li> <li>● Includes two customer interaction scenarios</li> <li>● Includes a final graded evaluation</li> </ul> <p>1 ECA Techniques Infographic Job Aid</p>
<p><b>Learning Objectives</b></p>	<p>After this course, the learner will be able to:</p> <ul style="list-style-type: none"> <li>● Identify difficult customer behaviors</li> <li>● Recognize correct de-escalation techniques used when dealing with challenging customers</li> <li>● Determine when assistance from higher authority is necessary</li> </ul>
<p><b>Training Outline</b></p>	<p><b>Introduction</b></p>

	<ul style="list-style-type: none"> <li>● Course Starting Page</li> <li>● Navigation</li> <li>● Introduction</li> <li>● Learning Objectives</li> <li>● Hook/Attention grabbing video opener</li> </ul> <p><b>Topic: Identifying Customer Behavior</b></p> <ul style="list-style-type: none"> <li>● The importance of identifying behaviors             <ul style="list-style-type: none"> <li>○ Be able to tailor responses and approaches</li> </ul> </li> <li>● Examples of customer behaviors</li> <li>● Knowledge Check</li> </ul> <p><b>Topic: De-escalation Techniques</b></p> <ul style="list-style-type: none"> <li>● Using the E.C.A. Techniques             <ul style="list-style-type: none"> <li>○ Empathy - connecting with the customer</li> <li>○ Control - refocusing the situation by guiding the customer in a 2 step process</li> <li>○ Advocacy - taking proactive steps for future interactions</li> </ul> </li> <li>● Knowledge Check</li> </ul> <p><b>Topic: Seeking assistance</b></p> <ul style="list-style-type: none"> <li>● Examples on when assistance is needed</li> <li>● Knowledge Check</li> </ul> <p><b>Summary</b></p> <ul style="list-style-type: none"> <li>● Identify difficult customer behaviors</li> <li>● Select the correct de-escalation techniques when dealing with challenging customers</li> <li>● Determine when assistance from higher authority is necessary</li> </ul> <p><b>Final Evaluation</b></p> <p><b>Congratulations</b></p>
<p>Evaluation Plan</p>	<p>3 Knowledge checks throughout the course</p> <ul style="list-style-type: none"> <li>● Identifying physical behaviors that could be potentially challenging customers on avatars</li> <li>● Applying ECA techniques in two different customer interaction scenarios</li> <li>● Categorizing situations that may or may not need manager assistance</li> </ul> <p>Final Evaluation</p> <ul style="list-style-type: none"> <li>● 5 graded assessment questions</li> <li>● 80% passing or better required</li> <li>● Unlimited times allowed to earn passing score</li> </ul>