

# Module Title: KC Sun Fresh – How to Handle Challenging Customers

**Target Audience:** 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.

**Main Purpose:** Equip employees with the necessary skills and strategies to handle interactions with difficult customers. This will enhance the overall customer experience, protect the brand reputation, and create a positive and customer-centric culture within the grocery store.

## Learning Objectives:

1. Identify difficult customer behaviors
2. Recognize de-escalation techniques when dealing with challenging customers
3. Determine when assistance from higher authority is necessary

**Seat Time:** 30 minutes

## Outline:

- Course Starting Page
- Navigation
- Welcome Video from management
- Introduction
- Learning Objectives
- Hook/Attention grabbing video opener
- Identifying Customer Behavior
- Knowledge Check
- De-escalating the Situation
- Scenario Knowledge Check
- Seeking Assistance
- Knowledge Check
- Assessment
- Summary
- Congratulations

## Font:

Open Sans (Titles are bolded)

## Color Palette and Logo:



#302652

#df7426

#1ccf53

#70123f



**Module Resources/References:** [ECA Infographic Handout.pdf](#)

## Directions for Reviewers:

- To provide feedback (edits, suggestions, etc), you may do any of the following:
  - Edit directly in the document. To do this, make sure track changes are on.
    - Click Review tab on top of the document
    - Select the Track Changes drop down and make sure “For Everyone” is selected
    - As you work with track changes, you can select “Simple Markup” (to the right of track changes). This removes all the red and changes shown on the side of the document. Changes are still being tracked.
  - Leave comments:
    - Use the Notes sections under each slide/layer
    - Use MS comments by highlighting the area you are referring to, click the insert tab and select comment
- Please focus on the **accuracy** and **completeness** of the content during this review cycle.
- Pay careful attention to the VO script and the general organization of the course.
  - Keep in mind that there are connection words and phrases in the narration script that would not appear in written procedure.
  - Narration is only heard by the learner, not seen. You are encouraged to read the narration out loud to hear how it sounds to you and then make any necessary adjustments/changes.
- Be as **specific** as possible with your feedback. (When saying a generic statement such as “This is confusing” or “This needs to be changed,” make sure to include a more accurate way for me to state the information or a descriptive visual of an image you would prefer.)
  - If you have specific images that you want used, provide the image or the location of the image.

## Directions for Developer:

- Use Modern Player in Storyline
- Slide dimensions are 16:9 ratio
- Slide numbers in  are base layers
- Slide numbers in  are layers of previous base layer
- All content slides and layers (unless indicated) will include:
  - Custom top and bottom border using custom color palette
  - Custom navigation arrows labeled “Back” and “Next” (turn off default navigation buttons)
  - Title sits in the top border aligned left
  - White background

|   |             |
|---|-------------|
| Slide [##] / Menu Title: [Insert Title] |             |
| Visual / Display:                       | Slide Text: |

|  |             |
|--|-------------|
| Slide [##] / Layer Title: [Insert Title] |             |
| Visual / Display:                        | Slide Text: |

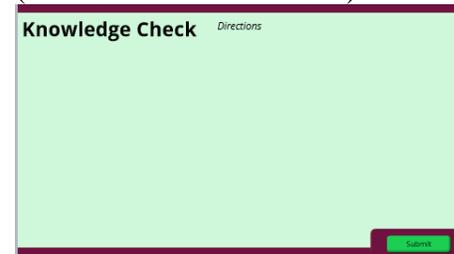
- Custom color scheme for shapes throughout; white font on colored background/dark blue custom color on white/light colored background

- All Knowledge Check slides and layers (unless indicated)
  - custom top and bottom border that is similar to content slides and layers but are different in color (still uses custom color palette) and size
  - Custom “Submit” buttons (turn off default submit buttons)
  - Title is set just below top border aligned left
  - Background is a light color
- All clickable shapes/buttons have a shadow
- Text in [brackets] should not appear on the slide or be recorded in voiceover (VO)
- Images and Avatars need to have a diverse representation
- Avatars highlighted in pink are character suggestions
- Text highlighted in yellow are optional suggestions

Example of Custom Content Borders  
(does not need to be exact)



Example of Custom KC Borders  
(does not need to be exact)



| Slide [1.1] Menu Title: <i>Start</i>   |  |  |   |
|--|--|--|---|
| Visual / Display:  | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:  |
| <p>No top/bottom border</p> <p>Background:</p> <ul style="list-style-type: none"> <li>• Video of sunburst circling around set on the right half of slide</li> <li>• Logo stationarily placed in center of sunburst</li> <li>• Half circle on left half of slide</li> <li>• Course title and directions set inside half circle</li> <li>• Custom Navigation and Start buttons set inside half circle</li> </ul> | <p>[Slide Title]<br/><b>How to Handle Challenging Customers</b></p> <p>[Directions]<br/>Click the Navigation button for Navigational tutorial. Click the Start button to begin the course.</p> <p>[Buttons]<br/>Navigation<br/>Start</p> | <p>Welcome to the KC Sun Fresh employee training course "How to Handle Challenging Customers".</p> <p>Click the Navigation button to learn how to navigate your way through this course or click the Start button to begin learning.</p> | <p>The directions and corresponding buttons will fade in timed with the VO reference.</p> <p>The Navigation button will jump to the next slide (slide 1.2).</p> <p>The Start button will jump to slide 1.3.</p> |
| <b>Notes:</b>  |  |  |   |

| Slide [1.2]/ Menu Title: <i>Navigation</i>  |  |  |  |
|---|--|--|--|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:   |
| <p>Avatar pointing to the different navigation points.</p> <p>Directions in middle of screen placed on semi-transparent background.</p> <p>Information markers set at each referenced location.</p> | <p>[Text in each marker]</p> <p><b>Menu</b><br/>Use this to select different sections of this course.</p> <p><b>Pause/Play Button</b><br/>Use this to pause or play the lesson.</p> <p><b>Seek Bar</b><br/>This shows the progression of the slide and allows you to scroll forward or backward through the slide.</p> | <p>Before you proceed, here is a quick tutorial on how to navigate your way through.</p> <p>To the left, you will find the menu. Use this to select different sections of this course.</p> <p>In the bottom left corner, you will find the play button. Use this to pause or play the lesson.</p> <p>Below, you will find the seek bar. This shows the progression of the slide.</p> | <p>Avatar will fade in at the beginning in the middle of the slide</p> <p>Avatar will fade in and out in timed with the references in the VO.</p> <p>Unclickable Back and Next arrows will fade in timed with VO and then fade out before "resources" is mentioned.</p> <p>Avatar fades out after "resource" section is discussed.</p> |

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|               | <p><b>Audio Controls</b><br/>You can adjust the volume up or down using the volume button.</p> <p>You can adjust the pacing of the audio to speed up or down using the playback speed.</p> <p><b>Navigation Arrows</b><br/>Use these to take you back to the previous slide or forward to the next slide.</p> <p><b>Resource</b><br/>This will take you to any additional resources.</p> | <p>In the bottom right corner, you can adjust the volume or the playback speed with the audio controls.</p> <p>Also in the bottom right corner, are the navigation arrows. Use these to take you to the previous or next slide. In the top right corner, you will find the resource button. Click this to find additional resources.</p> <p>To review, click on the icons or click the next arrow to start this course.</p> | <p>Directions and markers will fade in timed with the VO.</p> <p>Clickable Back and Next arrows will fade in timed to VO directions.</p> <p>Back arrow will jump to previous slide (1.1).</p> <p>Next arrow will jump to next slide (1.3).</p> |
| <b>Notes:</b> |  |   |  |

| <b>Slide [1.3] Menu Title: <i>Welcome</i></b>                                  |  |                               |  |
|--|--|-------------------------------|--|
| <b>Visual / Display:</b>   | <b>Slide Text:</b>   | <b>Narration / Voiceover:</b> | <b>Animation / Interaction:</b>  |
| Video placed in center of dark colored rectangle that takes up ¾ of the slide. | [Slide Title]<br><b>Welcome</b><br><br>[No other text on this slide] | [Audio from video only]       | Video automatically starts at beginning of slide.<br><br>Next Arrow fade in after video.<br><br>Back arrow may be visible the entire time. Will jump to previous slide.<br><br>Next arrow will jump to next slide (1.4). |
| <b>Notes:</b>  |  |                               |  |

| <b>Slide [1.4]/ Menu Title: <i>Introduction</i></b>    |                    |  |  |
|--|--------------------|--|--|
| <b>Visual / Display:</b>                               | <b>Slide Text:</b> | <b>Narration / Voiceover:</b>  | <b>Animation / Interaction:</b>  |
| Same dark colored rectangle background from slide 1.3. | [No Slide Title]   | On average, there are about 1000 customers a day at KC Sun Fresh. As an employee, it is your responsibility to | Video automatically starts at beginning of slide.<br><br>Video fades out when VO says “from time to time”. |

|  |                                      |  |   |
|--|--------------------------------------|--|---|
| <p>All assets placed inside rectangle.</p> <p>Video representing thousands of customers shopping in a grocery.</p> <p>Three images representing challenging customers.</p> <ul style="list-style-type: none"> <li>• <sup>1</sup>One yelling</li> <li>• <sup>2</sup>One showing impatience</li> <li>• <sup>3</sup>One arguing with a cashier</li> </ul> <p><sup>4</sup>Image representing cooperation.</p> <p><sup>5</sup>Image representing resilience.</p> <p><sup>6</sup>Image representing growth to success.</p> | <p>[No other text on this slide]</p> | <p>assist those customers and give them the best customer service possible.</p> <p>From time to time, you will come across customers <sup>[1-3]</sup> who will challenge your ability. Dealing with these customers can be an opportunity to hone your <sup>[4]</sup> customer service skills, <sup>[5]</sup> develop resilience, and ultimately contribute to <sup>[6]</sup> your growth as a service professional.</p> | <p>Images will fade in timed to VO.</p> <p>Images 1 – 3 will fade in one right after the other.</p> <p>Images 1 – 3 will fade out before image 4 fades in.</p> <p>Images 4 – 5 will fade out before image 6 fades in.</p> <p>Next button fade in at end of audio.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (1.3).</p> <p>Next arrow will jump to next slide (1.5).</p> |
| <p><b>Notes:</b></p>   |                                      |  |   |

| Slide [1.5]/ Menu Title: <i>Objectives</i>  |   |  |   |
|---|---|--|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:  |
| <p>Image of grocery store employee helping a smiling customer fills up entire background.</p> <p>Semitransparent covering with “After this course” text over image.</p> <p>The learning objectives appear on the left of the slide. The objectives text will appear in rounded rectangles that go off the left side of the screen. One objective per rectangle. All objectives will sit inside a larger rounded rectangle that also goes off the left side of the screen.</p> | <p>[Slide Title]<br/><b>Objectives</b></p> <p>[Learning Objectives]<br/>Identify difficult customer behaviors</p> <p>Recognize correct de-escalation techniques</p> <p>Determine when assistance is necessary</p> | <p>After working your way through this course, you will be able to have a better handle on dealing with challenging customers by being able to,</p> <p>identify customer behavior that could lead to a possible encounter;</p> <p>employ de-escalation techniques to help get an encounter under control; and</p> <p>determine when to seek assistance from a manager.</p> | <p>Learning objectives will move along a motion path from off the left side of the screen towards the right onto the screen timed to the VO.</p> <p>Learning objective 1 and the large background rectangle will move at the same time.</p> <p>Next button fade in at end of audio.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (1.4).</p> <p>Next arrow will jump to next slide (1.6).</p> |
| <p><b>Notes:</b></p>  |   |  |   |

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| Slide [1.6]/ Menu Title: <i>What Would You Do?</i>  |  |   |  |
|---|--|---|--|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:  | Animation / Interaction:   |
| <p>Same dark colored rectangle background from slide 1.3 with video placed inside rectangle</p> <p>Video of scene that shows an impatient customer at a grocery checkout line.</p> <p>Semitransparent Stop sign over top the video.</p> | <p>[No Slide Title]</p> <p>[No other text on this slide]</p> | <p>How would you handle this situation? What skills would help you to calm the customer and have the best outcome for all involved?</p> <p>To learn about the important skills that will help you in situations just like this, click the next arrow.</p> | <p>Video automatically starts at beginning of slide.</p> <p>Stop sign grows in when video ends (video stays stationary)</p> <p>VO starts after stop sign fully appears.</p> <p>Next button fade in at end of audio.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (1.5).</p> <p>Next arrow will jump to slide 2.1.</p> |
| <b>Notes:</b>   |  |   |  |

| Slide [2.1]/ Menu Title: <i>Identifying Customer Behavior</i>   |   |   | Objective: [#1]  |
|---|---|---|--|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p>All text inside rounded rectangles.</p> <p><sup>1,2</sup>Text and Images are spaced out.</p> <ul style="list-style-type: none"> <li>• “Dealing with difficult..” text</li> <li>• Image representing a person yelling/pointing</li> <li>• Image representing person not having fun.</li> </ul> <p><sup>3</sup>“Tailor Responses and Approach” text points to “Effective Communication” text and “Problem Resolution” text with two separate arrows.</p> | <p>[Slide Title]</p> <p><b>Identifying Customer Behavior</b></p> <p>Dealing with difficult customers is never easy and never fun.</p> <p>Tailor Responses and Approach</p> <p>Effective Communication</p> <p>Problem Resolution</p> | <p>Dealing with difficult customers is never easy and never fun. However, it is something that you will encounter more than once.</p> <p>Being able to identify customer behavior<sup>2</sup> will help you tailor your responses and your approach to the customer. This allows for more effective communication and problem resolution.</p> | <p><sup>1</sup>Text and images fade in one right after the other as soon as audio begins.</p> <p><sup>2</sup>Text and images fade out.</p> <p><sup>3</sup>Texts fade in timed with VO.</p> <p>Next button fade in at end of audio.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (1.6).</p> <p>Next arrow will jump to next slide (2.2).</p> |
| <b>Notes:</b>   |   |   |  |

| Slide [2.2]/ Menu Title: <i>Customer Behaviors</i>   |   |   | Objective: [#1]  |
|--|---|---|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p><sup>1</sup> Image(s) representing identifying people (magnifying glass over a person) covers ¾ of slide.</p> <p><sup>2</sup> Images are spaced out over slide.</p> <ul style="list-style-type: none"> <li>Image representing “Safe Zone”</li> <li>Images (framed together) representing happy shoppers for positive shopping environment.</li> <li>Image representing customer satisfaction.</li> </ul> <p>Same dark colored rectangle background from slide 1.3 with 6 rounded rectangle buttons spaced out equally.</p> <p>Buttons are all the same color and will have hover and visited states <i>[No particular order of buttons]</i></p> | <p>[Slide Title]<br/><b>Customer Behaviors</b></p> <p>[Text Directions]<br/>Click on each box to reveal more information.</p> <p>[Text Title]<br/>Ways to Identify Challenging Customers</p> <p>[Button Labels]<br/>Body Language<br/>Excessive Complaints<br/>Impatience<br/>Uncooperative Attitude<br/>Unusual Requests<br/>Verbal Aggression</p> | <p>Being able to identify challenging customer behaviors is vital for maintaining<sup>1</sup> a safe and positive shopping environment. It allows you to promptly address issues and uphold store policies. It also contributes to customer satisfaction and retention while safeguarding the store's reputation.</p> <p>Click on each box to reveal more information about the different types of customer behavior.</p> | <p>Image(s) fades in at start of VO and fades out at cue<sup>1</sup> of VO.</p> <p><sup>2</sup> Images fade in timed to VO and fade out before VO says “Click on each box...”.</p> <p>Text Directions, Text Title, and Buttons/Rectangle will appear at the same time.</p> <ul style="list-style-type: none"> <li>Dark colored rectangle and all buttons will fade in.</li> <li>Text Directions will fly in from left above rectangle.</li> <li>Text Title will fly in from right and stop on right side of rectangle.</li> </ul> <p>Buttons should not be able to be clicked on until audio is complete.</p> <p>Next arrow will appear when all layers have been visited.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (2.1).</p> <p>Next arrow will jump to next slide (2.3).</p> |
| <b>Notes:</b>  |   |   |  |

| Slide [2.2a]/ Layer Title: <i>Body Language</i> [hide from menu]   |   |  | Objective: [#1]   |
|--|---|--|---|
| Visual / Display:  | Slide Text:                                   | Narration / Voiceover:   | Animation / Interaction:  |
| <p>Base layer items visible:</p> <ul style="list-style-type: none"> <li>Custom borders</li> <li>Slide Title</li> </ul> | <p>[Layer Title]<br/><b>Body Language</b></p> | <p>Body language is the first way to identify a customer who may be a challenge. Pay attention to non-verbal</p> | <p>Avatar grows in at beginning of audio.</p> <p>Text flies in from left.</p> |

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| <ul style="list-style-type: none"> <li>Text Title</li> </ul> <p>Light colored rectangle fills ¾ of slide and holds all assets of layer</p> <p>Layer Title is located in top left corner of rectangle</p> <p>Arms crossed and looking left avatar appears on right side looking left.</p> <p>Text placed in rectangles appears on left side with arrow pointing to the specific locations mentioned on avatar.</p> <p>X icon located in top right corner.</p> | <p>[Text in rectangles]<br/>Intense Eye Contact</p> <p>Crossed Arms</p> <p>Wide Stance</p> | <p>cues like intense eye contact, clenched fists or crossed arms, and wide stance.</p> | <p>X icon fades in at the end of audio.</p> <p>When learner clicks on the X icon, it will hide layer.</p> |
| <p><b>Notes:</b></p>   |  |  |   |

| Slide [2.2b]/ Layer Title: <i>Verbal Aggression</i> [hide from menu]   |  |  | Objective: [#1]  |
|--|--|--|--|
| Visual / Display:  | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:   |
| <p><b>[Same Visual Design as 2.2a minus avatar position]</b></p> <p>Yelling avatar looking forward in middle of rectangle.</p> <p>Speech bubbles are spaced out on the left and right sides of avatar.</p> | <p>[Layer Title]<br/><b>Verbal Aggression</b></p> <p>[Speech Bubbles]<br/>“I can’t believe how long I’ve been waiting!”</p> <p>“Your prices are outrageous!”</p> <p>“This is not what the sign said; you’re cheating customers!”</p> <p>“You people are so incompetent!”</p> | <p>Customers who are upset tend to show verbal aggression. Listen for raised voices, harsh or confrontational language, and threats or insults directed at employees or other customers.</p> | <p>Avatar grows in at beginning of audio.</p> <p>Speech bubbles fade in timed with VO.</p> <p>X icon fades in at the end of audio.</p> <p>When learner clicks on the X icon, it will hide layer.</p> |
| <p><b>Notes:</b></p>   |  |  |  |

| Slide [2.2c]/ Layer Title: <i>Excessive Complaints</i> [hide from menu] |             |                        | Objective: [#1]          |
|---|-------------|------------------------|--------------------------|
| Visual / Display:   | Slide Text: | Narration / Voiceover: | Animation / Interaction: |

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| <p><b>[Same Visual Design as 2.2b]</b></p> <p>Avatar with confused look and hands up looking forward in middle of rectangle.</p> <p>Speech bubbles are spaced out on the left and right sides of avatar.</p> | <p>[Layer Title]<br/><b>Excessive Complaints</b></p> <p>[Speech Bubbles]<br/>“Who designed this place? It’s so confusing!”</p> <p>“Every time I come here the vegetables look terrible!”</p> <p>“I had to wait in line for 5 minutes! Unacceptable!”</p> <p>“The store is too hot. You need to turn the air up!”</p> | <p>Excessive complaints could be a sign of a challenging customer. Be attentive to those who repeatedly voice dissatisfaction, complain about minor issues, or make unreasonable demands.</p> | <p>Avatar grows in at beginning of audio.</p> <p>Speech bubbles fade in timed with VO.</p> <p>X icon fades in at the end of audio.</p> <p>When learner clicks on the X icon, it will hide layer.</p> |
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**Notes:**

| Slide [2.2d]/ Layer Title: <i>Unusual Requests</i> [hide from menu]   |  |  | Objective: [#1]  |
|---|--|--|--|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:   |
| <p><b>[Same Visual Design as 2.2b]</b></p> <p>Avatar can have a friendly or neutral look.</p> <p>Speech bubbles are spaced out on the left and right sides of avatar.</p> | <p>[Layer Title]<br/><b>Unusual Requests</b></p> <p>[Speech Bubbles]<br/>“Give me a discount; I’ve spent a lot of money in this store!”</p> <p>“Can I write you a post-dated check?”</p> <p>“This coupon is expired. You should still accept it.”</p> <p>“Let me pay for your groceries with my EBT card and you just give me cash.”</p> | <p>Take note of customers making unusual or suspicious requests that do not align with typical store policies or services. These requests may be to an employee or to other customers.</p> | <p>Avatar grows in at beginning of audio.</p> <p>Speech bubbles fade in timed with VO.</p> <p>X icon fades in at the end of audio.</p> <p>When learner clicks on the X icon, it will hide layer.</p> |

**Notes:**

| Slide [2.2e]/ Layer Title: <i>Impatience</i> [hide from menu] |  |   | Objective: [#1]                               |
|---|--|---|---|
| Visual / Display:   | Slide Text:                                | Narration / Voiceover:  | Animation / Interaction:                      |
| <p><b>[Same Visual Design as 2.2b]</b></p>                    | <p>[Layer Title]<br/><b>Impatience</b></p> | <p>Impatient customers could lead to an undesired confrontation. Notice signs</p> | <p>Avatar grows in at beginning of audio.</p> |

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| Avatar has a negative look and pointing to a watch.<br><br>Speech bubbles are on the upper left and upper right of avatar's body.<br><br>Text placed in rectangles with arrow pointing to the specific locations mentioned on avatar. | [Speech Bubbles]<br>"Can't they open more registers?"<br><br>"This is taking forever!"<br><br>[Text in rectangles]<br>Tapping of Feet<br><br>Continuous Checking of Time | of impatience, such as customers tapping their feet, repeatedly checking their watches, or expressing frustration with waiting times. | Speech bubbles fade in timed with VO.<br><br>X icon fades in at the end of audio.<br><br>When learner clicks on the X icon, it will hide layer. |
| <b>Notes:</b>   |  |   |   |

| Slide [2.2f]/ Layer Title: <i>Uncooperative Attitude</i> [hide from menu]   |   |   | Objective: [#1]   |
|---|---|---|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
| <b>[Same Visual Design as 2.2b]</b><br><br>Avatar has a negative look with hands on hips.<br><br>Speech bubbles are spaced out on the left and right sides of avatar. | [Layer Title]<br><b>Uncooperative Attitude</b><br><br>[Speech Bubbles]<br>"I don't care about your return policy; I want a refund now!"<br><br>"I know the sale ended yesterday, but can't you make an exception?"<br><br>"I don't care if there's a line; I'm in a hurry!"<br><br>"I'm old enough; you don't need to check my ID." | Identify customers who refuse to follow store policies, ignore instructions from employees, or resist complying with standard procedures. | Avatar grows in at beginning of audio.<br><br>Speech bubbles fade in timed with VO.<br><br>X icon fades in at the end of audio.<br><br>When learner clicks on the X icon, it will hide layer. |
| <b>Notes:</b>   |   |   |   |

| Slide [2.3]/ Menu Title: <i>Knowledge Check</i>                    |   |  | Objective: [#1]                                    |
|--|---|--|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:                           |
| <b>KC Slide Setup</b><br><br>Directions sit to the right of title. | [Slide Title]<br><b>Knowledge Check</b><br><br>[Directions] | Now that you have learned what to look for to determine if a customer might be a possible challenge, let's check your knowledge. | This slide is a freeform pick many KC interaction. |

|   |   |   |   |
|---|---|---|---|
| <p>Four different avatars lined from left to right and spaced out equally. [Correct answers are bolded.]</p> <ul style="list-style-type: none"> <li>• <b>One yelling and pointing</b></li> <li>• <b>One with angry expression and hands on hips</b></li> <li>• One patiently waiting</li> <li>• <b>One with hands up in an angry gesture</b></li> </ul> | <p>Click on the customer behaviors that could identify possible challenging customers. Then click the “Submit” button.</p> <p>[Form Feedback]<br/>[Correct] That’s right! You identified all the possible challenging customers.</p> <p>[Incorrect] Customers who <b>are yelling, pointing aggressively, or staring intently</b> could be potential challenging customers. The only one who would not be a potential challenge is the person who seems to be waiting patiently.</p> | <p><sup>1</sup> Below are four different customers. See if you can identify all of the possible challenging customers. Click on ALL customers that you believe to be a possible challenge and then click the "submit" button.</p> | <p>Allow 2 attempts in the form setting.</p> <p><sup>1</sup> Avatars fade in one right after the other at cue point of VO.</p> <p>Directions and submit button fade in timed with VO.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (2.2).</p> <p>When user clicks continue button on the default Feedback Layers, it will jump to slide 3.1.</p> |
| <p><b>Notes:</b></p>  |   |   |   |

| Slide [3.1]/ Menu Title: <i>De-escalating the Situation</i>   |  |   | Objective: [#2]   |
|---|--|---|---|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:  | Animation / Interaction:  |
| <p>First image fills the entire slide (image is set in a grocery store; a customer angrily pointing at a grocery store employee who doesn’t know what to do.)</p> <p>Second image fills ¾ of the slide on the left hand side of slide [this will be the cover of the accordion] – (image is set in a grocery store; grocery store employee kindly helping a customer.)</p> <p>Four vertical bars of different palette colors....one is by itself on the left edge of the slide (E.C.A.) and the other three are lined up on the right edge in</p> | <p>[Slide Title]<br/>De-escalating the Situation</p> <p>[Vertical Bars]<br/>E.C.A.<br/>Empathy<br/>Control<br/>Advocacy</p> <p>[Directions]<br/>Click on the bars to reveal more information</p> | <p>When you find yourself in an undesired encounter, it is your responsibility to de-escalate the situation and find a solution that will work for both parties.</p> <p>Here at KC Sun Fresh, we use the E, C, A, techniques. These techniques allow you to take the right steps to gaining control of the situation. E, C, A, stands for Empathy, Control, and Advocacy.</p> <p>When using these techniques, remember to always stay calm, smile, and speak in soft tones.</p> <p>Click on each bar to reveal more information on the E, C, A, techniques.</p> | <p>First image fades in at start of audio and starts fading out at “...both parties”.</p> <p>Second image fades in at “Here at KC Sun Fresh...”</p> <p>This is an accordion interaction. Accordion will motion open from right to left when user clicks on the vertical bars....Empathy, Control, Advocacy.</p> <p>Vertical bars will float down timed to VO.</p> <p>Vertical bars should not be able to be clicked on until all audio is complete.</p> |

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| <p>the following order (from left to right):<br/>Empathy, Control, Advocacy.</p> <p>Semi-transparent rectangle with directions and arrow pointing to right bars will sit over the entire image.</p> |  |  | <p>Semi-transparent rectangle with directions will shape box out timed to VO.</p> <p>Back arrow may be visible the entire time. Will jump to previous slide (2.3)</p> <p>Next arrow will be hidden until all layers have been visited; jump to next slide (3.2).</p> |
| <p><b>Notes:</b></p>  |  |  |  |

| Slide [3.1a]/ Layer Title: <i>Empathy</i> [hide from menu]  |   |   | Objective: [#2]   |
|---|---|---|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
| <p>Base layer items visible:</p> <ul style="list-style-type: none"> <li>• Top/Bottom Border</li> <li>• Vertical Bars</li> <li>• Back Arrow</li> </ul> <p>Image that represents connection between two people will fill the layer space leaving enough room at the top for the definition.</p> <p>Simple images representing the following phrases (see list below) with their corresponding captions underneath are arranged so that each one can stay visible through the remainder of the layer:</p> <ul style="list-style-type: none"> <li>• Actively Listen</li> <li>• Evaluate Emotions</li> <li>• Show Support</li> </ul> | <p>[No Layer Title]</p> <p>[Definition]<br/>Allows you to <b>CONNECT</b> with the customer</p> <p>[Image Captions]<br/>Actively Listen<br/>Evaluate Emotions<br/>Show support</p> | <p>Showing empathy allows you to connect with the customer by putting yourself in the customer’s shoes, acknowledging their emotions, and responding with care and understanding. Using empathy means to:</p> <p>Actively Listen – Pay close attention to what the customer is saying, not just the words, but also the tone and emotions behind them.</p> <p>Evaluate Emotions – Recognize the customer’s feelings. (Are they frustrated, upset, happy, confused?) Remember, identifying their behavior can help you determine how they are feeling.</p> <p>Show support - Validate their emotions and let the customer know that you are there to help. This can be conveyed through words like “I understand how that could be frustrating. I’m here to assist you with this.” Remember to be non-judgmental and do not blame or criticize the customer even if the issue is due to their mistake.</p> | <p>[Accordion interactions]</p> <ul style="list-style-type: none"> <li>• Vertical bars should not be able to be clicked on.</li> <li>• Audio starts when accordion has completely opened.</li> <li>• Accordion will motion close automatically at the end of audio and take user back to base layer.</li> <li>• State of “Empathy” on the base layer will be set to visited when accordion closes.</li> </ul> <p>Definition grows in timed to VO.</p> <p>First image fades out when VO says “with care and understanding.”</p> <p>Images with captions grow in timed to VO.</p> |
| <p><b>Notes:</b></p>  |   |   |   |

| Slide [3.1b]/ Layer Title: <i>Control</i> [hide from menu]   |   |   | Objective: [#2]  |
|--|---|---|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.1a]</b></p> <p>Image that represents a customer ready to listen will fill the layer space leaving enough room at the top for the definition.</p> <p>When VO is discussing each step: Single rectangle with “Step #” text will span across the open layer portion and is set just below the definition. Each step rectangle is a different color.</p> <p>Speech bubbles will fill the space below the corresponding step rectangle.</p> <p>Image of the word “Apologize” fills the space below the step 2 rectangle.</p> <p>When VO says “Using this 2-Step process...”:<br/>Step rectangles will stack on top of each other just below the definition.</p> <p>Final image will fill the space below the step rectangles (Image represents a positive relationship between grocery store employee and customers)</p> | <p>[No Layer Title]</p> <p>[Definition]<br/>Refocuses the situation by <b>GUIDING</b> the customer</p> <p>[Step Rectangles]<br/>Step 1: Confirm using questions</p> <p>Step 2: Resolve the issue</p> <p>[Speech bubbles Step 1]<br/>“Let me make sure I’ve got this right; you are unhappy with...?”</p> <p>“If I understand you correctly, you are asking for...?”</p> <p>[Speech bubbles Step 2]<br/>“I apologize for the inconvenience. We will take care of that immediately.”</p> <p>I do apologize; unfortunately, we cannot accommodate that request. We can offer...”</p> <p>“I’m so sorry, but our store policy on that states...”</p> | <p>Once you have shown empathy and the customer is willing to listen, it is time to take control of the situation. Taking control does not mean ordering the customer what to do. Taking control means to refocus the situation by trying to guide the customer away from their emotions and towards a better state of mind to solve the issue.</p> <p>There are two steps when taking control. Step 1, Confirm what they want in the form of a question. Use phrases such as, “Let me make sure I’ve got this right; you are unhappy with....” or... “If I understand you correctly, you are asking for...”</p> <p>Step 2: Resolve the issue or find the best options to help the customer. Whether the customer is able to have their way or not, apologize and then offer other solutions or refer them back to the store policies. Use phrases such as, “I apologize for the inconvenience, we will take care of that immediately.”: “I do apologize, but unfortunately, we cannot accommodate that request. We can offer....”: or...” I’m sorry, but our store policy on that is...”</p> <p>Using this 2-step process to take control demonstrates your commitment to understanding the customer, allowing them to correct any miscommunication, and preserves customer relationships by creating a foundation for open communication.</p> | <p><b>[Same Accordion Interactions as 3.1a]</b></p> <p>Definition grows in timed to VO.</p> <p>First image fades out after VO says “There are two steps when taking control.”</p> <p>Step 1 Rectangle grows in timed to VO.</p> <p>Speech Bubbles for Step 1 grow in timed to VO.</p> <p>Step 1 Rectangle and Speech Bubbles fade out together after “If I understand you correctly, you are asking for...”.</p> <p>Step 2 Rectangle grows in timed to VO.</p> <p>Speech Bubbles for Step 2 grow in timed to VO.</p> <p>Step 2 Rectangle and Speech Bubbles fade out together after “I’m sorry, but our store policy on that is...”</p> <p>Step 1 and 2 rectangles grow in one right after the other when VO says “Using this 2-step process...”</p> <p>Final image grows in when VO says “...preserves customer relationships...”</p> |

**Notes:**

**Slide [3.1c]/ Layer Title: *Advocacy* [hide from menu] Objective: [#2]**

| Visual / Display:   | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:  |
|---|--|--|---|
| <p>First image representing the word “proactive” will fill the layer space leaving enough room at the top for the definition.</p> <p>Simple images or phrases representing the following words (see list below) are arranged so that each one can stay visible:</p> <ul style="list-style-type: none"><li>• Positivity</li><li>• Gratitude</li><li>• Follow Up</li></ul> <p>Final image of two hands shaking fill the layer space under the definition.</p> | <p>[No Layer Title]</p> <p>[Definition]</p> <p>Takes PROACTIVE steps for future interactions</p> | <p>Ending a situation using advocacy means taking proactive steps to ensure positive interactions with the customer in the future.</p> <p>Regardless of the outcome, End the conversation on a positive note. Express gratitude for the customer's feedback and their patience in resolving the issue. If the situation lends itself, offer to follow up with the customer to ensure their issue has been resolved to their satisfaction.</p> <p>Thanking them and asking to follow up with them demonstrates your commitment to their well-being and reinforces your appreciation for their business.</p> | <p><b>[Same Accordion Interactions as 3.1a]</b></p> <p>Definition grows in timed to VO.</p> <p>First image grows in timed to VO and fades out when VO says “Regardless of the outcome...”</p> <p>Simple images/phrases grow in timed to VO. All images fade out together when VO says “...has been resolved...”</p> <p>Final image grows in when VO says “Thanking them...”</p> |

**Notes:**

**Slide [3.2]/ Menu Title: *Knowledge Check Scenarios* Objective: [#2]**

| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
|--|---|---|--|
| <p><b>KC Slide Setup</b></p> <p>2 Avatars (Sheila and Thomas) are positioned next to each other towards the right side of the slide.</p> <p>Directions are on the left side with arrow pointing towards the avatars.</p> | <p>[Slide Title]</p> <p><b>Knowledge Check</b></p> <p>[Directions]</p> <p>Click on an avatar to begin</p> | <p>Now that you have learned the E, C, A, techniques let’s see how you would interact with challenging customers. You will have two scenarios. Click the avatar that you would like to try first. When you have completed both scenarios, click the next arrow.</p> | <p>Avatars should not be able to be clicked on until audio is complete.</p> <p>Directions fly in from left timed to VO.</p> <p>Back arrow is visible, jumps to previous slide (3.1).</p> |

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|  |  |  | Right arrow is set to hidden at beginning of slide and will be visible when both avatars have been visited; jumps to slide 4.1. |
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**Notes:**

**Slide [3.3]/ Menu Title: Sheila [hidden from menu] Objective: [#2]**

| Visual / Display:   | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:   |
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| <p>No top/bottom borders.</p> <p>Background is a scene set in the produce section of a grocery store.</p> <p>An avatar (Sheila) represents the employee and is standing on the left with a neutral or smiling appearance.</p> <p>A different avatar (Liz) represents the customer and is standing on the right facing left towards Sheila with an upset appearance.</p> <p>Each answer choice is placed in its own rectangle. Choice rectangles are the same color and placed stacked on top of each other in the upper right-hand corner of the slide.</p> | <p>[No Slide Title]</p> <p>[Correct Answer]<br/>With a smile say, "Hi, how can I assist you today?"</p> <p>[Incorrect Answer]<br/>In a lack luster greeting say, "What do you need?"</p> | <p>[Narrator] You notice a customer who seems to be irritated about something. How would you interact with the customer?<br/>Click on the responses that follow the E. C. A. techniques.</p> | <p>Choice rectangles will fade in at the end of audio.</p> <p>Correct choice will jump to layer 3.3a.</p> <p>Incorrect choice will jump to layer 3.3e.</p> |

**Notes:**

**Slide [3.3a]/ Layer Title: A Correct Greeting [hide from menu] Objective: [#2]**

| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
|--|---|---|---|
| <p><b>[Same Visual Design as 3.3]</b></p> <p>Speech Bubbles are set between the avatars.</p> <p>Sheila avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>Pose from 3.3</li> </ul> | <p>[No Layer Title]</p> <p>[Speech Bubbles]<br/>[Sheila] Hi. How can I assist you today?</p> <p>[Liz] I just noticed that I was charged the wrong price for these</p> | <p>[Sheila] Hi. How can I assist you today?</p> <p>[Liz] I just noticed that I was charged the wrong price for these mangos. The sign said they were on sale, but I was charged full price.</p> | <p>Sheila avatar changes from original pose to smiling pose at the beginning of audio.</p> <p>Speech bubbles fades in and out timed with VO.</p> <p>Choice rectangles will fade in at the end of audio.</p> |

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| <ul style="list-style-type: none"> <li>Smiling and talking facing Liz</li> </ul> <p>Liz avatar has same pose from 3.3.</p> | <p>mangos. The sign said they were on sale, but I was charged full price.</p> <p>[Incorrect Answer Choice]<br/>Fine. Let me look.</p> <p>[Correct Answer Answer]<br/>I'm sorry for the inconvenience. Let me check on that.</p> |  | <p>Correct choice will jump to layer 3.3b.</p> <p>Incorrect choice will jump to layer 3.3f.</p> |
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**Notes:**

**Slide [3.3b]/ Layer Title: B Correct - Sorry for inconvenience Response [hide from menu] Objective: [#2]**

| Visual / Display:  | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:   |
|--|--|--|--|
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>Ending pose from 3.3a</li> <li>Smiling and talking</li> </ul> <p>Liz avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>Pose from 3.3</li> <li>Hands down in front of her and listening</li> </ul> | <p>[Speech Bubble]<br/>[Sheila] I'm sorry for the inconvenience. Let me check on that.</p> <p>[Correct Answer Choice]<br/>You're right, it does have a sale price. I'll adjust your bill and refund the overcharge.</p> <p>[Incorrect Answer Choice]<br/>It's on sale, but I can't do anything about it now.</p> | <p>[Sheila] I'm sorry for the inconvenience. Let me check on that.</p> <p>[Narrator] You check the sign and it does show a sale price.</p> | <p>Sheila avatar changes from original pose to smiling pose at the beginning of audio.</p> <p>Liz avatar changes from original pose to listening pose when Sheila VO says "I'm sorry".</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Choice rectangles will fade in at the end of audio.</p> <p>Correct choice will jump to layer 3.3c.</p> <p>Incorrect choice will jump to layer 3.3g.</p> |

**Notes:**

**Slide [3.3c]/ Layer Title: C Correct - You're right Response [hide from menu] Objective: [#2]**

| Visual / Display:  | Slide Text:  | Narration / Voiceover:  | Animation / Interaction:   |
|--|--|---|--|
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>Ending pose from 3.3b</li> </ul> | <p>[Speech Bubbles]<br/>[Sheila] You're right, it does have a sale price. I'll adjust your bill and refund the overcharge.</p> | <p>[Sheila] You're right, it does have a sale price. I'll adjust your bill and refund the overcharge.</p> <p>[Liz] Thanks for fixing it so quickly.</p> | <p>Sheila avatar changes from original pose to hands crossed pose at the beginning of audio.</p> <p>Liz avatar changes from original pose to hands down at side pose when Liz VO starts.</p> |

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| <ul style="list-style-type: none"> <li>Smiling, talking with hands crossed down in front of her</li> </ul> <p>Liz avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>Ending pose from 3.3b</li> <li>Smiling with hands down to her sides</li> </ul> | <p>[Liz] Thanks for fixing it so quickly.</p> <p>[Incorrect Answer Choice]<br/>Yup. Have a good day.</p> <p>[Correct Answer Choice]<br/>It was no problem. Thank you for bringing this to our attention. Please let me know if there is anything else we can do for you.</p> |  | <p>Speech bubbles fades in and out timed with VO.</p> <p>Choice rectangles will fade in at the end of audio.</p> <p>Correct choice will jump to layer 3.3d.</p> <p>Incorrect choice will jump to layer 3.3h.</p> |
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**Notes:**

| Slide [3.3d]/ Layer Title: <i>D Correct - Thank you ending Response</i> [hide from menu]  |   |  | Objective: [#2]   |
|---|---|--|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:  |
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has same pose from end of 3.3c.</p> <p>Liz avatar has same pose from end of 3.3c.</p> <p>Next Arrow is located in the bottom right-hand corner.</p> | <p>[Speech Bubble]<br/>[Sheila] It was no problem. Thank you for bringing this to our attention. Please let me know if there is anything else we can do for you.</p> <p>[Button]<br/>Next</p> | <p>[Sheila] It was no problem. Thank you for bringing this to our attention. Please let me know if there is anything else we can do for you.</p> <p>[Narrator] The customer thanks you and leaves the store happy and satisfied. Click the Next arrow to continue.</p> | <p>Speech bubble fades in and out timed with VO.</p> <p>Next arrow fades in after audio completes.</p> <p>Next arrow will jump back to slide 3.2.</p> |
| <b>Notes:</b>   |   |  |   |

| Slide [3.3e]/ Layer Title: <i>A Incorrect Greeting</i> [hide from menu]  |   |   | Objective: [#2]  |
|--|---|---|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>Pose from 3.3</li> <li>Crossing arms and annoyed expression</li> </ul> | <p>[Speech Bubbles]<br/>[Sheila] What do you need?</p> <p>[Liz] I NEED someone who acts like they care!</p> <p>[Button]</p> | <p>[Sheila] What do you need?</p> <p>[Liz] I NEED someone who acts like they care!</p> <p>[Narrator] You should always greet a customer with a warm smile and a</p> | <p>Sheila avatar changes from original pose to crossed arm pose at beginning of audio.</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> |

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| <p>Liz avatar has same pose from 3.3.</p> <p>Try Again button is located in the bottom right-hand corner.</p> | <p>Try Again</p> | <p>sincere hello. Click the button to Try again.</p> | <p>Try Again button will jump back to layer 3.3.</p> |
| <p><b>Notes:</b></p>  |                  |  |  |

| Slide [3.3f]/ Layer Title: <i>B Incorrect - Fine Response</i> [hide from menu]  |   |   | Objective: [#2]   |
|---|---|---|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>• Pose from 3.3a.</li> <li>• Gesturing hand in air with disgusted/annoyed expression</li> </ul> <p>Liz avatar has same pose from 3.3.</p> <p>Try Again button is located in the bottom right-hand corner.</p> | <p>[No Layer Title]</p> <p>[Speech Bubbles]<br/>[Sheila] Fine. Let me look.</p> <p>[Liz] Well don't do me any favors!</p> <p>[Button]<br/>Try Again</p> | <p>[Sheila] Fine. Let me look.</p> <p>[Liz] Well don't do me any favors!</p> <p>[Narrator] Always start with an apology and show the customer that you want to help. Click the button to Try Again.</p> | <p>Sheila avatar changes from original pose to annoyed expression pose at beginning of audio.</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> <p>Try Again button will jump back to layer 3.3a.</p> |
| <p><b>Notes:</b></p>  |   |   |   |

| Slide [3.3g]/ Layer Title: <i>C Incorrect – Can't do anything Response</i> [hide from menu]  |   |  | Objective: [#2]  |
|--|---|--|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>• Ending pose from 3.3b</li> <li>• Arms down to side with annoyed expression facing Liz</li> </ul> <p>Liz avatar has 2 poses:</p> <ul style="list-style-type: none"> <li>• Ending pose from 3.3b.</li> </ul> | <p>[Speech Bubbles]<br/>[Sheila] It's on sale, but I can't do anything about it now.</p> <p>[Liz] What do you mean?! I was overcharged!</p> <p>[Button]<br/>Try Again</p> | <p>[Sheila] It's on sale, but I can't do anything about it now.</p> <p>[Liz] What do you mean?! I was overcharged!</p> <p>[Narrator] You should always try to solve the problem for the customer. Click the button to try again.</p> | <p>Sheila avatar changes from original pose to arms down to side pose at beginning of audio.</p> <p>Liz avatar changes from original pose to angry expression pose at beginning of Liz VO.</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> |

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| <ul style="list-style-type: none"> <li>Arms gesturing in air with angry expression facing Sheila</li> </ul> <p>Try Again button is located in the bottom right-hand corner.</p> |  |  | Try Again button will jump back to layer 3.3b. |
| <b>Notes:</b>   |  |  |  |

| Slide [3.3h]/ Layer Title: <i>D Incorrect – Lack luster ending Response</i> [hide from menu]  |  |   | Objective: [#2]   |
|---|--|---|---|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:  | Animation / Interaction:  |
| <p><b>[Same Visual Design as 3.3a]</b></p> <p>Sheila avatar has same pose from ending of 3.3c.</p> <p>Liz avatar has same pose from ending of 3.3c.</p> <p>Try Again button is located in the bottom right-hand corner.</p> | <p>[Speech Bubbles]<br/>[Sheila] Yup. Have a good day.</p> <p>[Liz] Ummm....you too.</p> <p>[Button]<br/>Try Again</p> | <p>[Sheila] Yup. Have a good day.</p> <p>[Liz] Ummm....you too.</p> <p>[Narrator] Make sure you end the interaction on a positive note. Thank the customer and let them know that you are there for them whenever they need. Click the button to try again.</p> | <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> <p>Try Again button will jump back to layer 3.3c.</p> |
| <b>Notes:</b>   |  |   |   |

| Slide [3.4]/ Menu Title: <i>Thomas</i> [hidden from menu]   |   |   | Objective: [#2]  |
|---|---|---|--|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p>No top/bottom borders.</p> <p>Background is a scene set at the checkout lane of a grocery store.</p> <p>An avatar (Thomas) represents the employee and is standing on the cash register side of the checkout lane with a smiling expression.</p> | <p>[No Slide Title]</p> <p>[Speech Bubbles]<br/>[Thomas] Good evening. How can I assist you today?</p> <p>[Edwin] I want to buy this bottle of wine.</p> <p>[Incorrect Answer Choice]</p> | <p>[Narrator] A customer comes to your line to buy alcohol. How would you interact with the customer? Click on the response that follows the E. C. A. techniques.</p> <p>[Thomas] Good evening. How can I assist you today?</p> | <p>Speech bubbles fades in and out timed with VO.</p> <p>Choice rectangles will fade in at the end of audio.</p> <p>Correct choice will jump to layer 3.4a.</p> <p>Incorrect choice will jump to layer 3.4b.</p> |

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| <p>A different avatar (<b>Edwin</b>) represents the customer and is standing on the opposite side of the checkout lane looking towards Thomas with a neutral expression and hands in pockets.</p> <p>Speech Bubbles are set between the avatars.</p> <p>Each answer choice is placed in its own rectangle. Choice rectangles are the same color and placed stacked on top of each other in the upper right-hand corner of the slide.</p> | <p>Fine. Let me scan it.</p> <p>[Correct Answer Choice]<br/>Great. May I see your ID please?</p> | <p>[Edwin] I want to buy this bottle of wine.</p> |  |
| <p><b>Notes:</b></p>   |  |   |  |

| Slide [3.4a]/ Layer Title: <i>A Correct – Ask for license Response</i> [hide from menu]  |   |   | Objective: [#2]  |
|--|---|---|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Thomas has 2 poses:</p> <ul style="list-style-type: none"> <li>• Pose from 3.4</li> <li>• Holding hand out as if going to take something, with talking/smiling expression</li> </ul> <p>Edwin has 2 poses:</p> <ul style="list-style-type: none"> <li>• Pose from 3.4</li> <li>• Hands out of pockets down low with neutral expression</li> </ul> | <p>[No Layer Title]</p> <p>[Speech Bubbles]<br/>[Thomas] Great. May I see your ID please?</p> <p>[Edwin] I don't need to show you my license. I am clearly old enough.</p> <p>[Correct Answer Choice]<br/>I understand your frustration, but store policy requires us to verify IDs for all alcohol purchases.</p> <p>[Incorrect Answer Choice]</p> | <p>[Thomas] Great. May I see your ID please?</p> <p>[Edwin] I don't need to show you my license. I am clearly old enough.</p> | <p>Thomas avatar changes from original pose to holding out hand pose at beginning of audio.</p> <p>Edwin avatar changes from original pose to hands out of pocket pose after Edwin VO says "...my license."</p> <p>Speech bubbles fades in and out timed with VO.</p> <p>Choice rectangles will fade in at the end of audio.</p> <p>Correct choice will jump to layer 3.4c.</p> <p>Incorrect choice will jump to layer 3.4d.</p> |

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|  | You're clearly old enough, but rules are rules. Show your ID or no sale. |  |  |
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**Notes:**

| Slide [3.4b]/ Layer Title: <i>A Incorrect – Scan it Response</i> [hide from menu]   |   |  | Objective: [#2]  |
|---|---|--|--|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Thomas has 2 poses:</p> <ul style="list-style-type: none"> <li>• Pose from 3.4</li> <li>• Holding out hand as if going to take something, with neutral expression</li> </ul> <p>Edwin has same pose as 3.4</p> <p>Try Again button is located in the bottom right-hand corner.</p> | <p>[Speech Bubble]<br/>[Thomas] Fine. Let me scan it.</p> <p>[Button]<br/>Try Again</p> | <p>[Thomas] Fine. Let me scan it.</p> <p>[Narrator] Remember to keep a positive attitude and follow store policies. Click the button to try again.</p> | <p>Thomas avatar changes from original pose to holding out hand pose at beginning of audio.</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> <p>Try Again button will jump back to slide 3.4.</p> |
| <b>Notes:</b>   |   |  |  |

| Slide [3.4c]/ Layer Title: <i>B Correct – Understand your frustration Response</i> [hide from menu]   |   |   | Objective: [#2]   |
|---|---|---|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Thomas has 2 poses:</p> <ul style="list-style-type: none"> <li>• Ending pose from 3.4a</li> <li>• Hands down in front of body with smiling expression</li> </ul> <p>Edwin has 2 poses:</p> <ul style="list-style-type: none"> <li>• Ending pose from 3.4a</li> </ul> | <p>[Speech Bubbles]<br/>[Thomas] I understand your frustration, but store policy requires us to verify ID for all alcohol purchases.</p> <p>[Edwin] This is ridiculous. I'm clearly over 21!</p> <p>[Correct Answer Choice]<br/>I apologize for the inconvenience. Our policy is in place to ensure we follow the law and keep everyone</p> | <p>[Thomas] I understand your frustration, but store policy requires us to verify ID for all alcohol purchases.</p> <p>[Edwin] This is ridiculous. I'm clearly over 21!</p> | <p>Thomas avatar changes from original pose to hands down in front pose at beginning of audio.</p> <p>Edwin avatar changes from original pose to hands higher up pose after Edwin VO says "...ridiculous."</p> <p>Speech bubbles fades in and out timed with VO.</p> <p>Choice rectangles will fade in at the end of audio.</p> |

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| <ul style="list-style-type: none"> <li>Hands up higher with negative expression</li> </ul> | <p>safe. If you could please show your ID, I'll be happy to complete your purchase.</p> <p>[Incorrect Answer Choice]<br/>Well, if you don't want to show your ID, I can't help you. It's your problem.</p> |  | <p>Correct choice will jump to layer 3.4e.</p> <p>Incorrect choice will jump to layer 3.4f.</p> |
| <p><b>Notes:</b></p>   |  |  |   |

| Slide [3.4d]/ Layer Title: <i>B Incorrect – You're old enough Response</i> [hide from menu]  |  |   | Objective: [#2]  |
|--|--|---|--|
| Visual / Display:  | Slide Text:  | Narration / Voiceover:  | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Thomas has 2 poses:</p> <ul style="list-style-type: none"> <li>End pose from 3.4b</li> <li>Hand on hip with other hand out talking with neutral expression</li> </ul> <p>Edwin has same pose from ending of 3.4b.</p> <p>Try Again button is located in the bottom right-hand corner.</p> | <p>[Speech Bubble]<br/>[Thomas] You're clearly old enough, but rules are rules. Show your ID or no sale.</p> <p>[Button]<br/>Try Again</p> | <p>[Thomas] You're clearly old enough, but rules are rules. Show your ID or no sale.</p> <p>[Narrator] Make sure you show empathy while addressing the store policies. Click the button to try again.</p> | <p>Thomas avatar changes from original pose to hand on hip pose at beginning of audio.</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> <p>Try Again button will jump back to layer 3.4b.</p> |
| <p><b>Notes:</b></p>   |  |   |  |

| Slide [3.4e]/ Layer Title: <i>C Correct – Apologize Response</i> [hide from menu]   |   |  | Objective: [#2]   |
|---|---|--|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:  |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Thomas has 2 poses:</p> <ul style="list-style-type: none"> <li>Ending pose from 3.4c</li> <li>Holding hand out as if going to take something, with talking/smiling expression</li> </ul> | <p>[Speech Bubbles]<br/>[Thomas] I apologize for the inconvenience. Our policy is in place to ensure we follow the law and keep everyone safe. If you could please show your ID, I'll be happy to complete your purchase.</p> | <p>[Thomas] I apologize for the inconvenience. Our policy is in place to ensure we follow the law and keep everyone safe. If you could please show your ID, I'll be happy to complete your purchase.</p> <p>[Edwin] Fine. Here is my ID.</p> | <p>Thomas avatar changes from original pose to hand taking something pose at beginning of audio.</p> <p>Edwin avatar changes from original pose to gesturing pose at beginning of Edwin VO.</p> <p>Speech bubbles fades in and out timed with VO.</p> |

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| <p>Edwin has 2 poses:</p> <ul style="list-style-type: none"> <li>Ending pose from 3.4c</li> <li>Gesturing as if handing ID to Thomas</li> </ul> <p>Next Arrow is located in the bottom right-hand corner.</p> | <p>[Edwin] Fine. Here is my ID.</p> <p>[Button]<br/>Next</p> | <p>[Narrator] You complete the transaction and thank the customer for coming in. The customer leaves satisfied. Click the Next arrow to continue.</p> | <p>Choice rectangles will fade in at the end of audio.</p> <p>Next arrow will jump back to slide 3.2.</p> |
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**Notes:**

**Slide [3.4f]/ Layer Title: *C Incorrect – Can't help you Response* [hide from menu] Objective: [#2]**

| Visual / Display:   | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
|---|---|---|---|
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Thomas has 2 poses:</p> <ul style="list-style-type: none"> <li>Ending pose from 3.4c</li> <li>Pointing with a negative expression</li> </ul> <p>Edwin has same pose from ending of 3.4c.</p> <p>Try Again button is located in the bottom right-hand corner.</p> | <p>[Speech Bubble]<br/>[Thomas] Well, if you don't want to show your ID, I can't help you. It's your problem.</p> <p>[Button]<br/>Try Again</p> | <p>[Thomas] Well, if you don't want to show your ID, I can't help you. It's your problem.</p> <p>[Narrator] Remember to show concern for the customer's feelings and offer a friendly explanation of the policies. Click the button to try again.</p> | <p>Thomas avatar changes from original pose to pointing pose at beginning of audio.</p> <p>Speech bubble fades in and out timed with VO.</p> <p>Try Again button will fade in after VO of narrator is complete.</p> <p>Try Again button will jump back to layer 3.4c.</p> |

**Notes:**

**Slide [4.1]/ Menu Title: *Seeking Assistance* Objective: [#3]**

| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
|--|---|---|---|
| <p>Slider interaction is vertical and located on the right-hand side of the slide. Slider has a line and icon that represents the layer at each value stopping position.</p> | <p>[Slide Title]<br/><b>Seeking Assistance</b></p> <p>[Text Boxes]<br/>Maintaining a POSITIVE shopping experience</p> | <p>In some instances, you may not always be able to handle a challenging customer on your own.</p> <p>Knowing when to seek assistance from the manager is essential for</p> | <p>This slide has a slider interaction. It has values from 0 to 5 with 1 step intervals.</p> <p>Slider should not be able to be clicked on until audio is complete.</p> |

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| <p>Image one represents a person being frustrated; fills ¼ of the slide on the left.</p> <p>Following Images/Text Boxes will take up the same space as Image one:</p> <ul style="list-style-type: none"> <li>Image two represents needing help (this can be a picture or phrase) and will fill the top half</li> <li>Text boxes will be the same shape and color of Image (if possible) and are aligned below the image.</li> </ul> <p>Directions with an arrow pointing to the right are placed on a semi-transparent rectangle that covers the last image and text boxes.</p> <p><b>Optional:</b><br/>Two arrows (one pointing right at the slider button and one pointing down) are in an open space between the directions and the slider. They will have motion to show user to click and drag button on slider.</p> | <p>Ensuring everyone’s safety and satisfaction</p> | <p>maintaining a positive shopping experience and ensuring everyone's safety and satisfaction.</p> <p>Click and drag the slider to each position to determine when assistance is needed.</p> | <p>Image one fades out after VO says “...on your own.”</p> <p>Image two and text boxes grow in timed to VO.</p> <p>Directions fade in timed to VO.</p> <p>Left and Down arrows are motion pathed to make it look like one arrow pointing to the slider button and then moving down the side of the slider.</p> <p>Value 0 on slider will restart the base timeline.</p> <p>Value 1 on slider will jump to layer 4.1a.</p> <p>Value 2 on slider will jump to layer 4.1b.</p> <p>Value 3 on slider will jump to layer 4.1c.</p> <p>Value 4 on slider will jump to layer 4.1d.</p> <p>Value 5 on slider will jump to layer 4.1e.</p> <p>Back arrow may be visible the entire time. Will jump back to slide 3.2.</p> <p>Next arrow is hidden at beginning of timeline and appears after all values/icons on the slider have been visited.</p> <p>Next Arrow will jump to next slide (4.2).</p> |
| <p><b>Notes:</b></p>  |  |  |  |

| Slide [4.1a]/ Layer Title: Inebriation <i>[hidden from menu]</i> |   | Objective: [#3]   |  |
|--|---|---|--|
| Visual / Display:  | Slide Text:                                 | Narration / Voiceover:  | Animation / Interaction:                             |
| <p><b>This setup will be used for all layers under 4.1.</b></p>  | <p>[Layer Title]<br/><b>Inebriation</b></p> | <p>If you notice a customer coming in drunk, do not approach them.<br/>Notify the manager and also seek</p> | <p>Title and definition are visible entire time.</p> |

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| <p>Base Layer items visible:</p> <ul style="list-style-type: none"> <li>• Top/Bottom borders</li> <li>• Title</li> <li>• Slider components</li> <li>• Back Arrow</li> </ul> <p>Rectangle creates background for all assets of layer.</p> <p>Title set top middle of rectangle. Definition sits directly under title.</p> <p>Image sits on left side of rectangle under definition.</p> <p>Text boxes of whom to notify sit on right side of rectangle under definition.</p> <p>Image on this layer represents an intoxicated person.</p> <p>No circle symbol covers image so that image is still visible.</p> <p>Text box “Do not approach” sits under image.</p> | <p>[Definition]<br/>A person who is drunk and cannot think or act correctly</p> <p>[Text Boxes]<br/>DO NOT APPROACH</p> <p>Notify Manager</p> <p>Notify Security Guard</p> | <p>out the security guard if one is available.</p> | <p>Slider should not be clickable until audio is complete.</p> <p>Images and text boxes grow in timed to VO.</p> <p>Icon on base layer for slider value 1 is set to visited when timeline ends on this layer.</p> |
| <p><b>Notes:</b></p>  |  |  |   |

| Slide [4.1b]/ Layer Title: Shoplifter <i>[hidden from menu]</i>  |   |  | Objective: [#3]   |
|--|---|--|---|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:  |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Image on this layer represents a person stealing from a store.</p> <p>No circle symbol covers image so that image is still visible.</p> | <p>[Layer Title]<br/><b>Shoplifter</b></p> <p>[Definition]<br/>A person who is stealing, either from the store or other customers</p> | <p>If you suspect a customer of shoplifting, do not approach the person. He/She may become defensive. Immediately notify the manager and security guard.</p> | <p>Title and definition are visible entire time.</p> <p>Slider should not be clickable until audio is complete.</p> <p>Images and text boxes grow in timed to VO.</p> |

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| Text box “Do not approach” sits under image. | [Text Boxes]<br>DO NOT APPROACH<br><br>Notify Manager<br><br>Notify Security Guard |  | Icon on base layer for slider value 2 is set to visited when timeline ends on this layer. |
| <b>Notes:</b>                                |  |  |   |

| Slide [4.1c]/ Layer Title: Escalation <i>[hidden from menu]</i>  |   |   | Objective: [#3]  |
|--|---|---|--|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Image on this layer represents a person who is frustrated/yelling/escalated, etc.</p> | <p>[Layer Title]<br/><b>Escalation</b></p> <p>[Definition]<br/>Unable to calm down a customer to solve the problem</p> <p>[Text Box]<br/>Notify Manager</p> | <p>If you find yourself dealing with a challenging customer and cannot seem to de-escalate the situation, it is time to get the manager involved.</p> | <p>Title and definition are visible entire time.</p> <p>Slider should not be clickable until audio is complete.</p> <p>Images and text boxes grow in timed to VO.</p> <p>Icon on base layer for slider value 3 is set to visited when timeline ends on this layer.</p> |
| <b>Notes:</b>  |   |   |  |

| Slide [4.1d]/ Layer Title: Refusal of Policies <i>[hidden from menu]</i>   |  |  | Objective: [#3]  |
|--|--|--|--|
| Visual / Display:  | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>Image on this layer represents violations or policies being violated.</p> | <p>[Layer Title]<br/><b>Store Policies</b></p> <p>[Definition]<br/>Customer violates or refuses to comply with store policies</p> <p>[Text Boxes]<br/>Notify Manager</p> | <p>When a customer refuses to follow store policies even after you have informed them of it multiple times, seek assistance from the manager and let him or her take over the situation.</p> | <p>Title and definition are visible entire time.</p> <p>Slider should not be clickable until audio is complete.</p> <p>Images and text boxes grow in timed to VO.</p> <p>Icon on base layer for slider value 4 is set to visited when timeline ends on this layer.</p> |
| <b>Notes:</b>  |  |  |  |

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| Slide [4.1e]/ Layer Title: Conclusion [hidden from menu]  |   |  | Objective: [#3]  |
|---|---|--|--|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:   | Animation / Interaction:   |
| <p><b>[Same Visual Design as 3.4]</b></p> <p>[No definition on this layer]</p> <p>Image on this layer represents a helpful manager.</p> | <p>[Layer Title]<br/><b>Conclusion</b></p> <p>[Text Boxes]<br/>Commitment to resolving issues effectively</p> <p>Follows company policies</p> <p>Prioritizes safety of all involved</p> | <p>Involving a manager in extreme challenging situations demonstrates a commitment to resolving issues effectively, following company policies, and prioritizing the well-being and safety of employees and customers. Never hesitate to seek help from the manager when needed.</p> | <p>Title and definition are visible entire time.</p> <p>Slider should not be clickable until audio is complete.</p> <p>Images and text boxes grow in timed to VO.</p> <p>Icon on base layer for slider value 5 is set to visited when timeline ends on this layer.</p> |
| <b>Notes:</b>   |   |  |  |

| Slide [4.2]/ Menu Title: Knowledge Check Drag and Drop   |  |  | Objective: [#3]   |
|--|--|--|---|
| Visual / Display:  | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:  |
| <p><b>KC Slide Setup</b></p> <p>Directions sit to the right of the title.</p> <p>2 rectangles (the drop targets) that are the same size fill the majority of the slide under the title and directions. A large space is between them.</p> <p>Scenario text boxes (same size, shape, and color) are stacked on top of each other and located in-between the two rectangles.</p> | <p>[Slide Title]<br/><b>Knowledge Check</b></p> <p>[Directions]<br/>Click and drag each scenario to the correct procedure. Then click the "Submit" button.</p> <p>[Titles of Drop Rectangles/items in brackets are abbreviations for correct answers and are not to be included in slide text]<br/>Seek Assistance [SA]<br/>Try to Handle Situation [TH]</p> <p>[Drag Scenario Text Boxes with correct drop targets in brackets]</p> | <p>Knowing when to ask for assistance is key in the overall success and reputation of the store. See if you can determine which scenarios require seeking assistance and which ones you should try to handle on your own. Click and drag the scenario to the correct box. Click submit when you have moved all four scenarios.</p> | <p>This slide is a freeform drag and drop KC interaction.</p> <p>There will be 4 scenario text boxes the user will have to sort between the two drop targets. They should be arranged in scrambled order so they are not already sorted. They should be revealed one at a time with a float up entrance animation in timed to VO.</p> <p>Arrange the drag items in a "Tile" format so that they are all visible once they are dropped.</p> <p>Allow 2 attempts in the form settings.</p> <p>Scenario text boxes will go back to initial position for Try Again.</p> |

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| <p>Submit button is in the bottom right-hand corner.</p> | <p>You notice a young man take candy off the shelf and put it in his pocket. [SA]</p> <p>A customer gets upset because a sale price was not rung up correctly. [TH]</p> <p>An impatient customer yells for someone to open another register. [TH]</p> <p>You asked a customer to show her ID, but she continually refuses. [SA]</p> <p>[Default Feedback Layers]<br/>[Correct]<br/>That's right! You were able to determine when assistance was needed and when to handle the situation on your own.</p> <p>[Incorrect]<br/><b>Seek assistance</b> when a customer is <b>shoplifting</b> or <b>refusing to follow policies</b>. <b>Try to handle impatient customers</b> and any <b>sales transactions</b> on your own first.</p> <p>[Try Again]<br/>That is incorrect. Please try again.</p> |  | <p>Back arrow may be visible the entire time. Will jump to previous slide (4.1).</p> <p>Continue button jumps to slide 5.1.</p> |
| <p><b>Notes:</b></p>                                     |   |  |   |

| Slide [5.1]/ Menu Title: <i>Summary</i>  |   |   |   |
|--|---|---|---|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:  | Animation / Interaction:  |
| <p>Image representing skills is on the left side of the slide.</p> <p>The learning objectives appear on the right of the slide. The objectives text will appear in rounded rectangles that go off the right side</p> | <p>[Slide Title]<br/><b>Summary</b></p> <p>[Text boxes]<br/>Identify difficult customer behaviors</p> | <p>Through the use of this course, you have gained fundamental skills and knowledge essential for excelling in customer service. You have learned how to recognize customers who might be a challenge. You have developed tools to handle tough situations with calm and empathy.</p> | <p>Learning objectives will move along a motion path from off the right side of the screen towards the left onto the screen timed to the VO.</p> <p>Learning objective 1 and the large background rectangle will move at the same time.</p> |

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| of the screen. One objective per rectangle. All objectives will sit inside a larger rounded rectangle that also goes off the right side of the screen. <b>[Shapes need to be the same as slide 1.5, only coming from the right instead of the left]</b> | Recognize correct de-escalation techniques<br><br>Determine when assistance is necessary | And you've also learned to assess situations and make informed decisions about when to involve higher authority. By mastering these three core objectives, you are on track in providing exceptional customer service.<br><br>Click the Next arrow to take the final quiz. | Next button fade in at end of audio.<br><br>Back arrow may be visible the entire time. Will jump to previous slide (4.2).<br><br>Next arrow will jump to next slide (6.1). |
| <b>Notes:</b>   |  |  |  |

| Slide [6.1]/ Menu Title: <i>Quiz Introduction</i>   |  |  |   |
|---|--|--|---|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:   | Animation / Interaction:  |
| No top/bottom borders<br><br>Background image of a grocery store with a semi-transparent trapezoid the same color as the KC borders. Text is in white and placed on the trapezoid.<br><br>Next Arrow button is in bottom right-hand corner. | [Slide Title]<br><b>Final Graded Assessment</b><br><br>5 Questions<br>Must earn 80% to pass<br>Use menu to review course<br>Click Next when you are ready to begin | The next section is a final quiz. You will have 5 questions to answer and must earn at least 80% to pass. If you would like to review the course before taking the quiz, use the menu to navigate your way through the sections. When you are ready, click on the Next arrow to begin your quiz. | Next arrow fades in timed to VO.<br><br>Next arrow jumps to next slide (6.2). |
| <b>Notes:</b>   |  |  |   |

| Slide [6.2]/ Menu Title: Question 1 <i>[hidden from menu]</i>   |   |   | Objective: [#1]   |
|---|---|---|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:                          | Animation / Interaction:  |
| <b>All assessment slides (6.2, 6.3, 6.4, 6.5, 6.6) should have the same layout and formatting.</b><br><br>Top/Bottom borders<br><br>The background is the same picture used on slide 6.1.<br><br>A semi-transparent rectangle that is the same color of the trapezoid | [Slide Title]<br><b>Assessment</b><br><br>[Question]<br>Which of the following behaviors would you identify as being a possible challenging customer?<br><br>[Directions]<br>Click all that apply | <i>[No audio on assessment question slides]</i> | <b>All assessment slides (6.2, 6.3, 6.4, 6.5, 6.6) should have the same settings.</b><br><br>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz at the end if they do not pass.<br><br>Results slide 6.7; graded quiz slide. |

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| <p>on 6.1 is placed in the middle of the slide. This will hold the assessment question and answer choices.</p> <p>Custom Submit button is located in the bottom right-hand corner.</p> | <p>[Answer Choices – correct answers are bolded]<br/> <b>A customer is tapping her foot and looking at her watch repeatedly.</b></p> <p><b>A customer in line asks other customers if they will give him cash if he pays for their groceries using his EBT card.</b></p> <p>A customer is strolling through the aisles very slowly looking at labels.</p> <p><b>A customer is waving his hands in the air and yelling that he doesn't care what the policy is, he wants a refund.</b></p> |  | <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. The learner should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p> <p>When learner clicks Submit, submit multiple response and advance to the next slide (6.3).</p> |
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**Notes:**

| Slide [6.2a]/ Layer Title: Review <i>[hidden from menu]</i>  |   |                                 | Objective: [#1]   |
|--|---|---------------------------------|---|
| Visual / Display:  | Slide Text:   | Narration / Voiceover:          | Animation / Interaction:  |
| <p><b>Custom review layers 6.2a, 6.3a, 6.4a, 6.5a, 6.6a</b></p> <p><b>Base layer showing assessment question is visible with the correct answer indicated.</b></p> <p>Custom Next button is located in the bottom right-hand corner.</p> | <p>[Layer Title]<br/> <b>Assessment Review</b></p> <p>[Custom Feedback]<br/>           Look for outward behaviors of impatience, frustration, or fraudulence.</p> | <p>[No audio on this layer]</p> | <p>Learner can click on the Next Arrow to advance to the next feedback.</p> |
| <b>Notes:</b>  |   |                                 |   |

| Slide [6.3]/ Menu Title: Question 2 <i>[hidden from menu]</i>       |   |   | Objective: [#2]  |
|---|---|---|--|
| Visual / Display:   | Slide Text:                                 | Narration / Voiceover:                          | Animation / Interaction:                                       |
| <p><b>Same visual layout as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> | <p>[Slide Title]<br/> <b>Assessment</b></p> | <p>[No audio on assessment question slides]</p> | <p><b>Same settings as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> |

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|                      | <p>[Question]<br/>Place the E.C.A. techniques in the correct sequence to demonstrate the recommended approach for effectively handling challenging customer situations.</p> <p>[Directions]<br/>Click and Drag bars into the correct positions.</p> <p>[Answer Choices – are placed in the correct order]<br/>Connect with the customer by actively listening, evaluating their emotions, and showing concern.</p> <p>Guide the customer towards a better state of mind by apologizing and offering solutions.</p> <p>Take proactive steps by expressing gratitude and asking to follow up with them.</p> |  | <p>When learner clicks Submit, submit sequence and advance to the next slide (6.4).</p> |
| <p><b>Notes:</b></p> |   |  |   |

| Slide [6.3a]/ Layer Title: Review <i>[hidden from menu]</i>   |  |  | Objective: [#2]   |
|---|--|--|---|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:                 | Animation / Interaction:  |
| <p><b>Custom review layers 6.2a, 6.3a, 6.4a, 6.5a, 6.6a</b></p> <p>Custom Back and Next button are located in the bottom right-hand corner.</p> | <p>[Layer Title]<br/><b>Assessment Review</b></p> <p>[Custom Feedback]<br/>Make sure to Connect with the customer so you can guide them. Always follow up with them after the situation has been resolved.</p> | <p><i>[No audio on this layer]</i></p> | <p>Learner can click on the Back and Next Arrow to revisit and advance through the feedback layers.</p> |
| <p><b>Notes:</b></p>  |  |  |   |

| Slide [6.4]/ Menu Title: Question 3 <i>[hidden from menu]</i> |             |                        | Objective: [#2]          |
|---|-------------|------------------------|--------------------------|
| Visual / Display:   | Slide Text: | Narration / Voiceover: | Animation / Interaction: |
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| <p><b>Same visual layout as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> | <p>[Slide Title]<br/><b>Assessment</b></p> <p>[Question]<br/>You are faced with a customer who is upset about finding spoiled produce in a container that was just bought. The customer is visibly frustrated and is demanding a refund. In this situation, which of the following choices employs the E.C.A. techniques effectively to resolve the issue?</p> <p>[Answer choices – correct answer is bolded]<br/>Apologize to the customer, but tell them there is nothing you can do to solve the problem.</p> <p><b>Listen attentively to the customer’s complaint, express understanding, apologize, and take immediate action to arrange a refund.</b></p> <p>Argue with the customer, defending the store’s produce quality.</p> <p>Politely ask the customer to leave the store to avoid disrupting other shoppers.</p> | <p>[No audio on assessment question slides]</p> | <p><b>Same settings as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> <p>When learner clicks Submit, submit multiple choice and advance to the next slide (6.5).</p> |
|---|--|---|---|

**Notes:**

| Slide [6.4a]/ Layer Title: Review <i>[hidden from menu]</i>   |  | Objective: [#2]                 |  |
|---|--|---------------------------------|--|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:          | Animation / Interaction:   |
| <p><b>Custom review layers 6.2a, 6.3a, 6.4a, 6.5a, 6.6a</b></p> <p>Custom Back and Next button are located in the bottom right-hand corner.</p> | <p>[Layer Title]<br/><b>Assessment Review</b></p> <p>[Custom Feedback]<br/>Connect by listening and showing EMPATHY. Take CONTROL by apologizing and guiding. End with ADVOCACY by solving the</p> | <p>[No audio on this layer]</p> | <p>Learner can click on the Custom Back and Next Arrow to revisit and advance through the feedback layers.</p> |

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|               | problem and following up with them. |  |  |
| <b>Notes:</b> |                                     |  |  |

| Slide [6.5]/ Menu Title: Question 4 <i>[hidden from menu]</i> |  | Objective: [#3]                                 |   |
|---|--|---|---|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:                          | Animation / Interaction:  |
| <p>Same visual layout as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</p>  | <p>[Slide Title]<br/><b>Assessment</b></p> <p>[Question]<br/>You are dealing with a customer who is becoming increasingly irate about items in her online order. You try to calm the customer down so that you can try to resolve the issue, but she is now demanding immediate resolution. When should you consider seeking assistance from a manager or supervisor in this situation?</p> <p>[Answer choices – correct answer is bolded]<br/><b>Right away, as the customer’s demands are escalating and you’re unsure how to resolve the issue.</b></p> <p>After attempting to find a solution independently, such as checking the order and inventory.</p> <p>Only if the customer becomes verbally abusive or threatening.</p> <p>Never, as you should always handle customer complaints on your own.</p> | <p>[No audio on assessment question slides]</p> | <p><b>Same settings as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> <p>When learner clicks Submit, submit multiple choice and advance to the next slide (6.6).</p> |
| <b>Notes:</b>   |  |   |   |

| Slide [6.5a]/ Layer Title: Review <i>[hidden from menu]</i> |             | Objective: [#3]        |                          |
|---|-------------|------------------------|--------------------------|
| Visual / Display:   | Slide Text: | Narration / Voiceover: | Animation / Interaction: |

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| <p><b>Custom review layers 6.2a, 6.3a, 6.4a, 6.5a, 6.6a</b></p> <p>Custom Back and Next button are located in the bottom right-hand corner.</p> | <p>[Layer Title]<br/><b>Assessment Review</b></p> <p>[Custom Feedback]<br/>If you are unable to calm a customer down after a few attempts and the situation keeps escalating, immediately seek assistance.</p> | <p>[No audio on this layer]</p> | <p>Learner can click on the Custom Back and Next Arrow to revisit and advance through the feedback layers.</p> |
| <p><b>Notes:</b></p>  |  |                                 |  |

| Slide [6.6]/ Menu Title: Question 5 [hidden from menu]              |   | Objective: [#3]                                 |   |
|---|---|---|---|
| Visual / Display:   | Slide Text:   | Narration / Voiceover:                          | Animation / Interaction:  |
| <p><b>Same visual layout as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> | <p>[Slide Title]<br/><b>Assessment</b></p> <p>[Question]<br/>Match each scenario with the appropriate course of action.</p> <p>[Directions]<br/>Drag and drop the action to the scenario to match.</p> <p>[Answer Choice with Correct Matching in bold]<br/>A customer insists on a discount that goes against store policy. <b>Notify the manager.</b></p> <p>A customer is causing a disturbance and being verbally abusive to another customer. <b>Notify the manager and a security guard.</b></p> <p>A customer three spots back at your checkout line is getting impatient and demands you to have another register open. <b>Try to handle the situation on your own.</b></p> | <p>[No audio on assessment question slides]</p> | <p><b>Same settings as Slides 6.2, 6.3, 6.4, 6.5, 6.6.</b></p> <p>When learner clicks Submit, submit drag and drop and advance to the next slide (6.7).</p> |
| <p><b>Notes:</b></p>  |   |   |   |

| Slide [6.6a]/ Layer Title: Review <i>[hidden from menu]</i>   |  |  | Objective: [#3]  |
|---|--|--|--|
| Visual / Display:   | Slide Text:  | Narration / Voiceover:                 | Animation / Interaction:   |
| <p><b>Custom review layers 6.2a, 6.3a, 6.4a, 6.5a, 6.6a</b></p> <p>Custom Back and Next button are located in the bottom right-hand corner.</p> | <p>[Layer Title]<br/><b>Assessment Review</b></p> <p>[Custom Feedback]<br/>Attempt to handle small situations on your own. Seek the manager if store policies are being questioned. Seek the manager and security guard when there is a concern in the safety of others.</p> | <p><i>[No audio on this layer]</i></p> | <p>Learner can click on the Custom Back and Next Arrow to revisit and advance through the feedback layers.</p> |
| <b>Notes:</b>   |  |  |  |

| Slide [6.7]/ Menu Title: Results <i>[hidden from menu]</i> |             |                        | Objective: [#]           |
|--|-------------|------------------------|--------------------------|
| Visual / Display:  | Slide Text: | Narration / Voiceover: | Animation / Interaction: |
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| <p><b>Same visual layout as Slide 6.1.</b></p> | <p>[Slide Title]<br/> <b>Assessment Results</b></p> <p>Your Score: <b>XX%</b><br/> Passing Score: <b>YY%</b></p> | <p>[Audio only on layers]</p> | <p>Use a Result slide to show Success layer 6.7a when timeline starts if results are equal or greater than the passing score.</p> <p>Show Failure layer 6.7b when timeline starts if results are less than passing score.</p> <p>Base layer will be visible from Success or Failure slide layers.</p> <p>Results variable reference shows the percent score only. Do not show the points variable reference.</p> <p>Built in graded quiz variable reference displays learner score where <b>XX</b> appears on slide.</p> <p>80% to pass shown where <b>YY%</b> appears on slide.</p> |
| <p><b>Notes:</b></p>                           |  |                               |  |

|   |                    |                               |                                 |
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| <p>Slide [6.7a]/ Layer Title: Success <i>[hidden from menu]</i></p> |                    |                               |                                 |
| <p>Visual / Display:</p>  | <p>Slide Text:</p> | <p>Narration / Voiceover:</p> | <p>Animation / Interaction:</p> |

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| <p>Base layer 6.1 will be visible.</p> <p>Green checkmark underneath slide title.</p> | <p>Nice job, you passed!</p> <p>[Directions]<br/>Click Review to see your results, or click Continue to move on.</p> <p>[Buttons]<br/>Review Quiz</p> <p>Continue</p> | <p>Nice Job! You earned a passing score. Click the review button to see your results or click the continue button to move on.</p> | <p>Review Button shows correct/incorrect response when reviewing.</p> <p>Continue Button jumps to slide 7.1.</p> |
|---|---|---|--|

**Notes:**

**Slide [6.7b]/ Layer Title: Failure *[hidden from menu]***

| Visual / Display:   | Slide Text:  | Narration / Voiceover:  | Animation / Interaction:   |
|---|--|---|--|
| <p>Base layer 6.1 will be visible.</p> <p>Red "X" underneath slide title.</p> | <p>Sorry, you didn't pass.</p> <p>[Directions]<br/>Click Review to see your results, or click Continue to move on.</p> <p>[Buttons]<br/>Review Quiz<br/>Retry Quiz</p> | <p>I'm sorry, but you did not earn a passing score. Please click the review button to review your answers or click the retry button to retake the quiz.</p> | <p>Review Button shows correct/incorrect response when reviewing.</p> <p>Retake Button resets results slide and jumps back to slide 6.2.</p> |

**Notes:**

**Slide [7.1]/ Menu Title: Congratulations**

| Visual / Display: | Slide Text: | Narration / Voiceover: | Animation / Interaction: |
|-------------------|-------------|------------------------|--------------------------|
|-------------------|-------------|------------------------|--------------------------|

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| <p>Custom Content Top/Bottom Borders</p> <p>Title underneath top border</p> <p>Background image of grocery store employees smiling facing the camera.</p> <p>Buttons are located at the bottom.</p> | <p>[Slide Title]<br/>Congratulations!</p> <p>You have successfully completed the <b>KC SUN FRESH – HANDLING CHALLENGING CUSTOMERS</b> course</p> <p>[Buttons]<br/>Exit<br/>Restart</p> | <p>Congratulations! You have successfully completed the KC Sun Fresh Handling Challenging Customers course. Click the Restart button if you would like to review the course again or click the Exit button if you are finished.</p> | <p>Exit button will exit the course</p> <p>Restart button will restart the course.</p> |
| <p><b>Notes:</b></p>  |  |   |  |