

Design Document

Training Title: Customer Service Training

Business Goal and Problem	The Craft Store is expanding its business across the United States and identified that recent customer surveys included a reduction in customer satisfaction while shopping for products. The store identified that customers do not feel appreciated or receive reliable help from employees while shopping for products. The business goal is to reduce customer complaints by 50%, which will increase employee job performance, sales, and customer overall satisfied experience.
Target Audience	The primary target audience is newly hired employees, current employees, or employees whose job performance could be improved by reviewing the customer service training module.
Learning Objectives	Terminal LOs: <ul style="list-style-type: none">• Implement optimal customer service standards• Determine customer's needs• Evaluate job performance Enabling LOs: <ul style="list-style-type: none">• Explain the three steps of customer service standards• Apply active listening while determining customer's needs.• Reflect on job performance
Training Recommendation	Delivery Method: eLearning, Articulate Storyline 360, job aids (customer service standards and job performance checklist) Approach: <ul style="list-style-type: none">• Continuous scenario• Interactive content• Knowledge check• Five question performance-based graded assessment
Training Time	15-20 minute eLearning course
Deliverables	<ul style="list-style-type: none">• 1 Storyboard, including narration script• 1 eLearning module developed in Articulate Storyline with voiceover narration• Published zip SCORM files• 2 Job Aids (Customer service standards and job performance checklist)
Training Outline	Introduction <ul style="list-style-type: none">• Welcome• Navigation• Work Problem Scenario<ul style="list-style-type: none">◦ Employee is distracted and ignoring the customer who needs assistance.◦ Customer engages with the employee to ask for assistance, which is brief and unprofessional• Learning Objectives

	<p>Topic: Customer Service Standards</p> <ul style="list-style-type: none"> • Objective: Implement optimal customer service standards • Three Customer Service Standards Overview: <ul style="list-style-type: none"> ◦ Welcome Interaction ◦ Assist Customers ◦ Closing Interaction • Continuous Scenario <ul style="list-style-type: none"> ◦ Employee implements the three customer service standards to assist the customer • Knowledge Check <ul style="list-style-type: none"> ◦ Customer Service Standards <p>Topic: Determine Customer's Needs</p> <ul style="list-style-type: none"> • Objective: Determine customer's needs • Continuous Scenario <ul style="list-style-type: none"> ◦ The employee determines the customer's needs through non verbal cues, such as active listening • Determine customer's needs <ul style="list-style-type: none"> ◦ A selection of products the employee will offer as an option based on budget, colors, and theme • Knowledge Check <ul style="list-style-type: none"> ◦ Selecting the correct products <p>Topic: Evaluating Job Performance</p> <ul style="list-style-type: none"> • Objective: Evaluate job performance • Four job performance principles overview: <ul style="list-style-type: none"> ◦ Responsibilities ◦ Goals ◦ Feedback ◦ Action Steps • Job Performance Checklist <ul style="list-style-type: none"> ◦ Employee Self Reflection <p>Summary Assessment Conclusion</p>
Assessment Plan	<p>Level 2 Assessment:</p> <ul style="list-style-type: none"> • Knowledge Checks: <ul style="list-style-type: none"> ◦ 2 ungraded interactive knowledge checks • Graded Assessment: <ul style="list-style-type: none"> ◦ Scenario based questions focused on learning objectives ◦ Five graded questions ◦ 80% correct to pass ◦ Ability to review answers with feedback ◦ Unlimited assessment retakes <p>Level 3 Assessment:</p> <ul style="list-style-type: none"> • Monthly performance check • Employee Evaluation Performance • Employee and Manager Interview • Customer Surveys