Effective Communication for Customer Service Representatives

Introduction:

- During 2021 Company X had received 94% "excellent" rated reviews in their customer service department.

- In the past year the company has experienced a 7% decrease in excellent ratings, causing less consumers to choose Company X as their service provider over competitors in the state.

- Based on the online customer survey, many are encountering combative conversations and not feeling heard by the company when encountering problems. Even when problems are resolved many customers report "poor" service from the representative they spoke with.

- The purpose of this training is to return customer satisfaction ratings to at or above 94% by equipping Company X representatives to be able to identify and describe successful conflict resolution skills.

Learning Objectives:

After completing this training, the learner will be able to:

- Describe three essential steps to effective communication with customers:
  - Active listening
  - Clear and respectful communication
  - Asking relevant questions to understand the problem

Outline:

Introduction:

    CSR department going over customer survey ratings data showing decline in excellence.
Scenario showing poor examples of effective communication between CSR and customer.
Debrief of observations from conversations between CSR and customer.

Three Essential Steps to Effective Communication:

Active listening, clear and respectful communication, asking relevant questions to understand the problem.
Scenario showing exemplar examples of effective communication skills.

Summary:

Effective communication benefits both the company and the customer.

Characters:

Mike–CSR
Sarah–customer
Dan–Department Lead at Company X

Color Palette:

E31D1A	FF7F32	FFC72C	00AA5A	007BE9
000000	FFFFFF	F49A68	F4CA77	A3F4E8

1. Title Slide			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Dan on right of screen. Text on bottom left of screen in	Dan: "Welcome to Effective	• Upbeat ambience music in background quietly	

branding shapes: "Effective Communication for Customer Service Representatives (CSR)"	Communication Skills training for Customer Service Representatives." Ambience music quietly in background.		

2. Introduction–intro problem of lower CSR ratings			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
- Show conference room. - Employees sitting around table including Dan, Mike, and extra employees. - Whiteboard in background showing 94% and 86% excellent ratings.	Dan: "We need to discuss an important issue. Our company is seeing a steep decline in our excellent ratings from the customer service department." Background noise of workplace chatter.	- Squeeze center transition from previous scene. - Chart data on whiteboard transforms from 94% to 86% in time with audio. - Camera focusing in on Dan, Mike, whiteboard, and area near them as focus.	

3. Scenario (poor communication example)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
- Screen split at diagonal. - Mike's office space in circle on left side of scene–Mike sitting at desk with computer, keyboard, wearing phone headset. Mike looks neutral.	Dan: "Hello. You've called Company X. What's the problem?"	- Squeeze center transition from previous scene. - Background noise of other employee chatter. - Sarah has neutral expression while holding phone and sitting. - Mike has neutral expression and voice is neutral.	

• Sarah in home kitchen space in circle on right of screen–Sarah sitting at counter in stool holding phone, plant in background, small food/appliance off to side of counter; dog eating from bowl on ground		• Dog is eating in Sarah's circle of the scene.	

4. Scenario continued (poor communication example)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Continued from previous scene.	Sarah: "Hi, I'm calling because there are frequent internet outages at my home."	• Dog stands and exits to right of scene. Barks about mid scene quietly in background.	

5. Scenario continued (poor communication example)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Continued from previous scene.	Dan (unfriendly): "Yeah, that happens."	• Sarah's expression changes to neutral. • Background noise of other employee chatter. (This background sound will be in all scenes showing Dan's side of the phone call conversation.)	

6. Scenario continued (poor communication example)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Continued from previous scene.	Sarah (hopeful): "Well, I was hoping you could help me troubleshoot the issue or send someone out."	- Sarah's expression changes to neutral. - Background noise of other employee chatter. (This background sound will be in all scenes showing Dan's side of the phone call conversation.)	

7. Scenario continued (poor communication example)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Continued from previous scene.	Mike (unfriendly): "Our guys are all busy out on service calls. Maybe you can restart your modem or something.	Sarah's expression changes to show upset/discouraged.	

8. Scenario continued (poor communication example)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Continued from previous scene.	Sarah: "I've already tried restarting the modem multiple times, but the problem persists."	Dog barks quietly in background.	

9. Scenario continued (poor communication example)

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Continued from previous scene.	Mike (unfriendly): "Yeah, everyone says that. I bet you have construction in your area? That's probably the issue."		

10. Scenario continued (poor communication example)

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Continued from previous scene.	Sarah: "I haven't noticed any construction recently, but I thought you might have access to information about network outages in my area."	• Sarah's expression looking upset.	

11. Scenario continued (poor communication example)

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
Continued from previous scene.	Mike (unfriendly): "That's a lot of work but fine. Please hold."		

12. Debrief of Observations from Poor Example Scenario

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
• Yellow background • Dan on left of scene		• Squeeze center transition. • Dan walking in from left off screen to stand on left of scene.	

13. Debrief of Observations from Poor Example Scenario

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
• Yellow background • Dan on left of scene • Orange shapes with red x icon and text appear with audio: "**disrespectful, unprofessional, dismissive, unhelpful**" in middle of scene. • Masked video of Mike with angry expression in circle in top right of screen.	Dan: "In this scenario, the customer service representative displays disrespect towards the customer, showing a lack of professionalism and empathy. The CSR is dismissive, unhelpful, and blames the customer without properly investigating the issue. They fail to offer any meaningful assistance or guidance."	• Squeeze center transition. • Dan walking in from left off screen to stand on left of scene. • Shapes with text appear in sync with audio • Masked video of angry Mike (save from previous scene and upload) in right top corner, Mike lip syncing angry, enters at beginning of scene and exits towards end of scence	

14. Debrief of Observations from Poor Example Scenario			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
- Continue from previous scene–yellow background, Dan on left side of screen - Masked circle shape of Sarah in top right corner - Orange shapes with red x icon and text appear with audio: "**frustrated, disrespected, dissatifiedl**" in middle of scene. - Customer survey image with large red thumbs down across page	Dan: "This kind of behavior can leave the customer feeling frustrated, disrespected, and dissatisfied with the service provided."	- Shapes with text appear in sync with audio - Masked video of upset Sarah (save from previous scene and upload) in right top corner, Sarah lip syncing upset - Customer survey pops up under masked circle towards end of scene.	

15. Dan Realizes Things Need to Change			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
- Show conference room scene from Scene 2. - Employees sitting around table including Dan, Mike, and extra employees.	Mike talking to Dan and team: "I know our team can provide superb service and improve our excellent ratings."	- Squeeze center transition. - Office chatter background same as scene 2.	

● Whiteboard in background 86% excellent ratings.			

16. Intro Effective Communication Strategies			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● Teal background with similar shape around text subtile as scene 1 introduction ● "Effective Communicatino Skills" (top left corner) ● Mike on right zoomed in tall (similar to Dan on scene 1) ● Customer survey image similar to scene 14 but green thumbs up instead of down	Mike: "Effective communication skills are vital for a positive experience for the customer."	● Mike talking and gesturing ● Customer survey appears from bottom in sync with audio ● Ambient music from intro in background	

17. Effective Communication Strategies continued			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● Continue from previous scene–Mike on right and "Effective Communication Skills" shape and text at top left	Mike: "Essential steps include: Active Listening, Clear and respectful communication, and asking relevant questions to understand the problem."	● Mike talking and gesturing ● text and shapes appear in sync with audio ● Ambient music from intro in background continues	

● Yellow shapes with green checkmark icons and text appear with audio: **"active listening," "clear, respectful communication," "relevant questions"** to the left of Mike.			

18. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● Redo of scene 3 between Mike and Sarah	Mike: "Good morning, thank you for calling Company X. My name is Mike. How may I assist you today?"	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario ● dog eating in Sarah's kitchen scene ● Background noise of other employee chatter (same as scene 3).	

19. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● continue from previous scene	Sarah: "Hi, I'm calling because there are frequent internet outages at my home."	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario ● dog eating in Sarah's kitchen scene	

20. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
• continue from previous scene	Mike: "I apologize for the inconvenience. I understand how frustrating it can be. To assist you better, could you please provide me with some additional details about the outages you are experiencing?"	• Mike and Sarah have neutral/happy expressions and tones throughout this scenario • dog eating in Sarah's kitchen scene • Office chatter in background.	

21. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
• continue from previous scene	Sarah: "The internet connection drops multiple times throughout the day and it's been happening for the past week. It seems to happen at random times with no particular pattern that I've noticed."	• Mike and Sarah have neutral/happy expressions and tones throughout this scenario • dog stands and walks to exit right of scene dog barking in background about halfway through Sarah's dialogue	

22. Scenario (Effective Communication correctly modeled)

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
● continue from previous scene	Mike: "Based on the information you have provided, it appears to be a network-related issue. I recommend performing some basic troubleshooting steps together. This can help us narrow down the possible causes. Are you available to perform these steps now?"	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario ● background office chatter	

23. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
● continue from previous scene	Sarah: "Yes, I can do that."	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario	

24. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
● continue from previous scene	Mike: "Please unplug both your modem and router from the power source, Wait for about 30 seconds, and then plug them back in. Once they've fully restarted, check if the	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario ● While Mike is talking Sarah's character stands from stool and walks to	

	outages persist. Take your time, and please let me know once the devices have restarted."	exit to right of scene, appears to be gone for a short bit, and then reenters and sits back in stool. ● background office chatter	

25. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● continue from previous scene	Sarah: "Alright, I've plugged them back in, and the devices are restarting now."	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario	

26. Scenario (Effective Communication correctly modeled)			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● continue from previous scene	Mike: "While they're restarting, I'd like to check a few things on our end as well. I'll run a diagnostic test to see if any abnormalities are detected. This will give us more insight into the issue. Please bear with me for a moment."	● Mike and Sarah have neutral/happy expressions and tones throughout this scenario ● background office chatter ● upbeat music from earlier scenes fades in at end of scene for transition	

27. Summary: Review of Effective Skills

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
• Yellow background • Dan on left of scene • Blank whiteboard in middle of screen taking up most space. (Scene similar to scene 12 but add whiteboard)		• Squeeze center transition. • Dan walking in from left off screen to stand on left of scene. • upbeat music continues to play	

28. Summary: Review of Effective Skills			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
• continue previous slide • green check icons as bullets; text written on whiteboard **"actively listen"** • Masked video of Mike with helpful expression/lip syncing in circle in bottom right of screen.	Dan: "In this scenario the call center representative is actively listening to the customer's concerns and engages in a conversation to gather more information. "	• upbeat music continues to play • video pop up in masked circle of Mike with helpful/happy lip sync • text and icons appear on whiteboard in sync with audio	

29. Summary: Review of Effective Skills			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
• continue previous slide • green check icons as bullets; text written on whiteboard **"relevant**	Dan: "Relevant questions are asked to understand the problem and potential causes. They also	• upbeat music continues to play	

	Script/Audio	Programming/Animation Notes	Comments
questions," "clear, respectful communication" ● Masked video of Sarah with happy expression/lip syncing in circle in bottom right of screen.	provide clear instructions for troubleshooting steps and offer to perform tests."	● video pop up in masked circle of Sarah with happy lip sync ● text and icons appear on whiteboard in sync with audio	

30. Outro			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● similar to scene 15 but whiteboard will change from 86% back to 94%	Dan: "Because of your team's use of effective communication skills, customer satisfaction and excellent review ratings have increased!"	● Squeeze transition center ● upbeat music continues to play ● camera zoomed to Dan, Mike, and whiteboard like in previous conference room scenes	

31. Outro			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
● continue previous scene ● Bold large text: "Thanks for watchin!"		● Squeeze transition center ● upbeat music continues to play and fades out at ending ● camera zoomed out to include more of the conference room	