PJ Enterprises Storyboard
CS-101 Customer Service Advocate Training
May 1, 2020

NOTE: See intended screen layouts/templates ideas at the end of this document for guidance on screen layouts and preferred color scheme.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: [page ID] in increments of 10], CS101__010 (Course 1, Module 2, Slide #) T: (Template/Screen layout option) H1: Heading 1 H2: Heading 2, etc.	[onscreen text]	Character name: [text for audio]	[place thumbnail or description of graphic here]	[Specific instructions re: fades, transitions, rollovers, pop-ups, learning prompting action, etc.]

Example of how to read storyboard information

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_010 T: Title Slide/Full screen H1: Welcome to the CS-101 Customer Service Advocate Training	In this training module you will: • Determine the type of materials (job aid catalog) to facilitate positive customer interactions with customers. • Apply customer-centered strategies during customer interactions.	Welcome to the CS101 Customer Service Advocate training. Closed captioning available.	Blue textured background.	Blue textured background.
ID: CS101_1_020 T: Interactive H1: Familiar with this Navigation Environment?	Are you new to this learning environment and navigation controls? • Yes. I 'm new. Tell me how to navigate this learning environment • No. I know what I'm doing. Let's get started.	Take a look at the navigation controls that are used on the player for this eLearning module. Are you familiar with using this type of navigation? If you are not familiar with this navigation, click the appropriate button for a quick overview on how to navigate and move around in this module.	**File Name**: Compass.jpg **Location**: L\Projects\PJEnterprises\compass.jpg **Alt Text**: Compass	Yes and No options are buttons. If learner clicks • Yes, go to slide CS101_1_030 Navigation Options. • No, go to slide CS101_1_040.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_030 T: Interactive H1: Navigation Bar	Click Next to move to the next slide Click Previous to move to the previous slide Click Home to go back to the beginning Click Resources for addition materials Click on the Catalog Graphic to link to the online catalog Click Speaker icon to listen to an audio version. Click Help for questions and answers. Click Replay to review the slide content.	Audio not provided with navigation buttons.	Use these alternative images provided for all buttons. 	Home brings user back to opening page. Back brings user to pervious slide. Next brings user to next slide Replay restarts the slide. Speaker icon for sound. Helps brings user to navigational help.
ID: CS101_1_040 T:Content/ Interactive H1: Introduction to Part 1: The Telephone Operator Website	**The Telephone Operator Website** Are you already familiar with the telephone operator website? ● Yes, take me to the quiz. ● No, I want to watch the video.	In the first part of the training, we will be focusing on familiarizing ourselves with the telephone operator website. If you are familiar with the training site, you can choose to click Yes to go to the quiz. Remember, you have to score 100% in order to go to the next section. Closed captioning available.	 Image: summary.png https://pixabay.com/vectors/call-customer-support-woman-3613071/ Alt Text: telephone operator at computer desk	● If learner clicks Yes, go to knowledge check #1, slide CS101_1_060. ● If learner checks No, go to next slide, CS101_1_050

Screen Info	Text	Audio	Graphics	Programming Notes
			approved.png=Yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark false.png=No https://pixabay.com/vectors/false-error-missing-absent-x-red-2061132/ Alt Text: Red X	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_050 T:Content with media H1: The Telephone Operator Website	The Telephone operator website will assist you in finding the information you need **to successfully do your job.** It includes the following training and job aid sections: ● **Definitions of terms (glossary)** ● **Sample seasonal catalogs** ● **Customer interaction guidelines** ● **Technical support for telephone operator equipment** ● **Technical support for website issues** ● **Human Resources**	Click on the video to review the website navigation as you would use it for helping a customer. The video is closed captioned. As you watch the video, note what specific areas in which you are unfamiliar or still have questions. You can watch the video as many times as you need to in order to answer your questions, or you can ask your supervisor for assistance. When you are ready, click Next. Closed captioning available.	Media: Website Video (Link) Customer service advocates. (2020). Telephone operator website. [video] L:\Projects\PJEnterprise\WebsiteVideo.mp4	Click Next to go to the quiz--knowledge check #1, slide CS101_1_060.
ID: CS101_1_060 T: Knowledge Check H1: Knowledge Check 1 - Website	**Do you remember the parts of the website? Let's see how you do!** *Sort the question into the area of the website where you would find the answer.* Areas: (these would be boxes): ● Definitions of terms (glossary) ● Sample seasonal catalogs ● Customer interaction		 Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Answers: ● Definitions of terms (glossary)--3 ● Sample seasonal catalogs--4, 8 ● Customer interaction guidelines--2, 5 ● Technical support for telephone operator equipment --1, 9 ● Technical support for website issues -7 ● Human Resources--6,

Screen Info	Text	Audio	Graphics	Programming Notes
	guidelines ● Technical support for telephone operator equipment ● Technical support for website issues ● Human Resources Questions to sort into the categories: 1. Where do I go with questions about a non-working headset? 2. How do I answer a question from a customer who wants their shipping cost waived? 3. What does "queue" mean? 4. Which catalog would I find the Halloween items in? 5. What do I do if someone is yelling at me on the phone? 6. Where do I ask about my training progress? 7. What do I do if the website isn't loading? 8. What is the current catalog? 9. Who do I talk to if my calls are not loud enough or if there is too much interference on the line?			10 Knowledge Check pass= continue to Knowledge check #2, slide CS1010_1_070. Knowledge Check fail= Restart this lesson, slide CS1010_1_050.

Screen Info	Text	Audio	Graphics	Programming Notes
	10. When do I do my performance review?			
ID: CS101_1_070 T: Knowledge check H1: Knowledge Check 2 - Written Observation	In the text box provided, type a short observation about the ease or difficulty in locating the appropriate job aids and sections on the website. (200 words max) Click Submit.		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions Text box Submit link	Answers to be shared with Customer Service Supervisor. Immediate feedback given. Not graded as part of knowledge check.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_080 T: Content with media H1: Introduction to Part 2: Key Company Terms	**Why do I need to know the key terms?**	For the second part of the training, we want to discuss terms and communication. It is important for each telephone operator to communicate consistently with the customer and each other. By using the key terms for certain interactions, it will ensure that misunderstandings are reduced, and customer satisfaction is therefore increased. Here is a look at the Top 10 key company terms that you should learn. Closed captioning available.	Image: summary.png https://pixabay.com/vectors/call-customer-support-woman-3613071/ Alt Text: telephone operator at computer desk	
ID: CS101_1_090 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 1	What are the top key terms that will help me communicate successfully? 1. **Novelty Item:** a small, inexpensive toy or ornament Review key terms in the glossary.	A novelty item is an inexpensive toy or ornament that is one of our most popular categories. There are many items in this area that you will become familiar with as you take orders from customers. Closed captioning available.	Image: Key.png Alt Text: gray key https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Image: Novelty.jpg	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
			  L:\Projects\PJEnterprise\novelty.jpg Alt Text: Red ball. approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_100 T: Content/interactive optional H1: The Top 10 Company Terms: Number 2	2. **Seasonal catalog:** Spring, Summer, Fall, Winter You can click here to see an example of the seasonal catalog Review key terms in the glossary.	Because of the type of items we sell, we have a different catalog for each season. Our most popular catalog is the Winter catalog, which has our Christmas/Hanukkah items. Click to view an example of the catalog. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: gray key Link to an example of the Seasonal catalog L:\Projects\PJEnterprise\Wintercatalog.pdf approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide. If telephone operator chooses to click catalog, a new window will appear that can then be closed to take them back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_110 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 3	3. **Telephone etiquette:** how to positively conduct the interaction with the customer for a successful transaction. Review key terms in the glossary.	We want the interactions between our telephone operators and the customer to be friendly and successful. Learning telephone etiquette will help you to handle these interactions effectively. You will learn more about this important skill later in the training. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: Gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_120 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 4	4. **Customer Service:** The department that handles customer requests and complaints. Review key terms in the glossary.	The Customer Service department works closely with the telephone operators and acts as direct support. You will learn more about customer service in your job training. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: Gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_130 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 5	5. **Customer Service** Supervisor: the head of the Customer Service department. Review key terms in the glossary.	The Customer Service Supervisor will be the one who helps you with your direct training and answers questions about any etiquette or ordering concerns. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: Gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_140 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 6	6. **Customer Survey**: An evaluation done by the customer that gauges the satisfaction of the interaction. You can click here to see an example of a customer survey. Review key terms in the glossary.	After a transaction with the telephone operator, the customer may voluntarily fill out a customer survey of the transaction. This helps the company know what they are doing well, and how they can improve on their service. Click to see an example of a customer survey. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: gray key Link to example of customer survey. L:\Projects\PJEnterprise\Customersurvey.pdf approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide. If telephone operator chooses to review an example of the customer survey, a new window will appear that can be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_150 T: Content/interactive optional H1: The 10 Top Key Company Terms: Number 7	7. **Queue:** a line; the order of the calls Review key terms in the glossary.	When calls are received, they are put into the telephone system in the order in which they have been received. This "line" is called a queue. It is important to keep the queue from getting too long. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_160 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 8	8. **Performance evaluation:** the official assessment of how a telephone operator is performing Review key terms in the glossary.	The performance evaluation is an important part of your training and career. It will show you how well you are doing, and where you can improve. These evaluations take place one time per year. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_170 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 9	9. **Human resources:** the department of a business or organization that deals with the hiring, administration, and training of personnel. Review key terms in the glossary.	The Human resources department is very important in helping you understand the rules and regulations around healthcare, performance, and helping you learn how to perform the job as the best employee you can be. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_180 T: Content/interactive optional H1: The Top 10 Key Company Terms: Number 10	10. **Maximum wait time:** the longest time that most transactions should take to keep wait times low. Review key terms in the glossary. Quiz button	While all transactions are different, many transactions if done efficiently can be answered within 3-4 minutes. Learning how to use the job aids and catalogs effectively will help you strive to limit the wait times to this maximum. Closed captioning available.	Image: Key.png https://pixabay.com/vectors/key-lock-locked-security-safety-575680/ Alt Text: gray key approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark Image: Quiz button	If telephone operator chooses to review terms, a new window will appear that can then be closed to take them directly back to the training slide.
ID: CS101_1_190 T: Knowledge Check H1: Knowledge Check 3 - Key terms quiz	**Let's see what you remember about these important key terms!** *Match the terms to the definitions:* **Terms:** 1. Novelty items 2. Human resources 3. Queue		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-	Answers: 1. f 2. e 3. d 4. a 5. j 6. c

Screen Info	Text	Audio	Graphics	Programming Notes
	4. Maximum wait time 5. Customer service 6. Seasonal catalog 7. Performance evaluation 8. Telephone etiquette 9. Customer survey 10. Customer Service Supervisor **Definitions:** a. Desired length of the transaction and telephone call. b. Customer evaluation of the telephone operator call. c. Where you find the products to order for the customer. d. Order in which a call comes in. e. The department that helps you with training, job performance, and healthcare questions. f. The most popular catalog category. g. The person who helps you with customer issues and where you can ask questions about specific training issues. h. The evaluation of how you conduct your own transaction with the customer. i. The correct ways to		head-human-3350778/ Alt Text: head with questions	7. h 8. i 9. b 10. g Knowledge Check pass= continue to Knowledge check #4, slide CS101_1_200. Knowledge Check fail= Restart this lesson, slide CS101_1_080.

Screen Info	Text	Audio	Graphics	Programming Notes
	interact with a client on a telephone call. j. The department that you work with if there are customer questions about an item.			
ID: CS101_1_200 T: Knowledge Check H1: Knowledge Check 4 - Written Reflection	In the box provided, **explain the two terms you feel are most important** to performing your job with success.		Text box Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Answers to be shared with Customer service supervisor. Immediate feedback given. Not graded as part of knowledge check.
ID: CS101_1_210 T: Knowledge Check H1: Knowledge Check 5 - Share Your Reflection!	Find a partner and **take 10 minutes to share your terms** and why you chose them.		Image: Sharing.jpg https://pixabay.com/vectors/network-peer-to-peer-peer-sharing-24993/ Alt Text: two people sharing at a table	Answers to be shared with partner. Immediate feedback given. Not graded as part of knowledge check.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_220 T: Content/media H1:Introduction to Part 3: The Company Catalog	**The Company Catalog: Our seasonal gift to the world** Click on the video to learn more about our catalog and how it is designed and organized. Already familiar with the catalog? Click the Quiz button to go to the quiz.	In part three, we will watch a video that will show you how the catalog is organized and how to navigate it most efficiently. If you are familiar with the catalog, you can go directly to the quiz. You will be asked to find 3 products in the catalog within 7 minutes. Click to watch the video. The video is closed captioned.	 Image: summary.png https://pixabay.com/vectors/call-customer-support-woman-3613071/ Alt Text: telephone operator at computer desk Video of catalog setup (link) L:\Projects\PJEnterprise\Catalogsetup.mp4. Quiz button	If familiar, go to knowledge check #6, slide CS101_1_260.
ID: CS101_1_230 T: Content with media H1: Finding Items in the Catalog: Table of Contents	**3 Ways to Find Items Quickly:** *Table of Contents* Index Popular Item Bookmarks	The Table of Contents lists items by general category, including apparel, novelty, furnishings, jewelry, children's clothing, toys, outdoor wreaths. This technique is best used when the customer has a general idea of what they want but are not sure of the exact item, or if they want a recommendation of purchase. Click to see an example of the table of contents. Closed captioning available.	Image: TOC.jpg L:\Projects\PJEnterprise\TOC.jpg PJ Enterprises. (2019). Table of contents. TOCimage. New York, NY Alt Text: scanned image of a table of contents page from the catalog	If a telephone operator clicks to view the TOC, a new window will appear that can then be closed to return to the training slide.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_240 T: Content with media H1: Finding Items in the Catalog (continued): Index	**3 Ways to Find Items Quickly:** *Table of Contents* **Index** Popular Item Bookmarks	Index: This lists each item by either the exact item name, or by a general heading, such as sweaters. Use this option when the customer has an exact item or product name. Click to view an example of the Index. Closed captioning available.	Image: Index.jpg L:\Projects\PJEnterprise\Index.jpg PJ Enterprises. (2019). Table of contents. Indeximage. New York, NY Alt Text: scanned image of a section of the index	If a telephone operator clicks to view the index, a new window will appear that can then be closed to return to the training slide.
ID: CS101_1_250 T: Content with media H1: Finding Items in the Catalog (continued): Popular Item Bookmarks	**3 Ways to Find Items Quickly:** *Table of Contents* Index **Popular Item Bookmarks**	Popular item bookmark: These are commonly ordered items that have been "bookmarked" by the company for quick retrieval. Look for the bookmark symbol to browse these items Closed captioning available.	Image: bookmark.png https://pixabay.com/vectors/bookmark-reading-remember-book-152545/ Alt Text: red bookmark	Go to knowledge check #6, slide CS101_1_260.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_260 T: Knowledge Check H1: Knowledge Check 6 - Find 3 Products in the Catalog	**Let's check your accuracy and speed!** *You will need to find the three items below within the 7 minute timer.* Type in the page number of the Spring Catalog (link) and price of the item in the designated boxes. The timer will begin when you click **Go!** Item #1: Forsythia wreath (small) Item #2: Little Red Wagon Item 3#: Turquoise necklace-3 tiered-women		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions Image: start.png https://pixabay.com/vectors/start-button-play-power-circle-305427/ Alt Text: green play button	Answers: Item #1: p. 10 $35.00 Item #2: p. 55 $100.00 Item #3: p. 105 $65.00 Knowledge Check pass= continue to Knowledge check #7, slide CS101_1_270. Knowledge Check fail= Restart this lesson, slide CS101_1_220.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_270 T: Knowledge Check H1: Knowledge Check 7 Role Play (optional)	The Customer Service Supervisor will **role play as a customer.** Listen to the description and/or item that they would like to order and find the item in the catalog. **Discuss** with the supervisor success and/or challenges and how the interaction could be handled differently.		Image: Sharing.jpg https://pixabay.com/vectors/network-peer-to-peer-peer-sharing-24993/ Alt Text: two people sharing at a table	Answers to be shared with Customer service supervisor. Immediate feedback given. Not graded as part of knowledge check but provided for extra credit and/or incentives.
ID: CS101_1_280 T: Content H1: Let's Review this Section	In this section you learned: ● How to navigate the telephone operator website ● Key terms ● Using the seasonal catalog Click Next to go to the next module, or choose Review or Start Over.	In this section, you reviewed the telephone operator website, learned important key terms, and learned the quickest ways to find items in the catalog. In the next section, you will be learning more about modeling good customer service skills and strategies. Click Next to go to the next section. If you want to view any of this section of training again, choose Review to go to the navigation index, or choose Start over to redo the training. Closed captioning available.	Image: summary.png https://pixabay.com/vectors/call-customer-support-woman-3613071/ Alt Text: telephone operator at computer desk approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-	If telephone operator is ready, they can go to the next slide, CS101_1_290 Telephone operator has the choice of reviewing certain sections or re-starting the training.

Screen Info	Text	Audio	Graphics	Programming Notes
			green-round-151676/ Alt Text: Green check mark Image: Restart.png https://pixabay.com/vectors/undo-arrow-redo-play-go-forward-97591/ Alt Text: gray back arrow Links back to start of this section	
ID: CS101_1_290 T:Content/ Interactive H1: Introduction to Part 2: Customer-centered Communications	**Customer-centered Communications** Are you already familiar with customer-centered communications? ● Yes, take me to the quiz. ● No, I want to watch the video.	In the second part of the training, we will be focusing on familiarizing ourselves with customer-centered communication and service standards. If you are familiar with customer-centered communications, you can choose to click Yes to go to the quiz. Remember, you have to score 100% in order to go to the next	Image: summary.png https://pixabay.com/vectors/call-customer-support-woman-3613071/ Alt Text: telephone operator	● If learner clicks Yes, go to knowledge check 8, slide CS101_1_380. ● If learner checks No, go to Next slide, CS101_1_300.
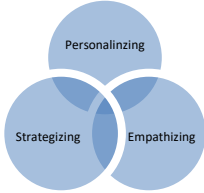
Screen Info	Text	Audio	Graphics	Programming Notes
		section. Closed captioning available.	at computer desk approved.png=Review-yes https://pixabay.com/vectors/approved-button-check-green-round-151676/ Alt Text: Green check mark false.png=No https://pixabay.com/vectors/false-error-missing-absent-x-red-2061132/ Alt Text: Red X	
ID: CS101_1_300 T: Interactive H1: Listen to this Customer Service Interaction	Click play to listen to a customer interaction and examine what's happening. Think about whether this is an example of customer-centered communication. Share your thoughts with the group.	[Audio from mediocre customer service file yet to be created] Closed captioning available.	None	Mediocre customer MP3 file

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_310 T: Interactive H1: What is Customer-centered Communication	Customer-centered communication is fundamental to providing good customer service.	Customer-centered communication is fundamental to providing good customer service. Now that you've read and/or heard some good and bad examples of customer service, how do you consistently deliver customer-centered communication? We'll employ multiple approaches to good customer service. Closed captioning available.	File Name: Telephone operator.png Location: L:\Projects\PJEnterprises\Telephoneoperator.png Source: Storyline360content library. Alt Text: Telephone operators.	
ID: CS101_1_320 T: Content / Instructional with Media H1: Customer-centered Communication	There are three useful approaches to CCC: • Personalizing • Empathizing • Strategizing	There are three useful approaches to customer-centered communication: personalizing, empathizing, and strategizing. These don't necessarily take place in a specific order or at a specific point in the interaction, but it makes sense to understand how they work. Let's review each of the approaches. Closed captioning available.	Image: Circles.png L:\Projects\PJEnterprises\circles.png Alt Text: Personalizing, Empathizing, and Strategizing words intertwined.	Image of three circles with words (Personalizing, Empathizing, and Strategizing) intertwined. Use color theme of various shades of blue and include a hover-over that gives a definition of each word. Fade in with each word circle.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_330 T: Content / Instructional with Media H1: Personalizing Approach	Personalizing • What is personalizing? • How do you do it? Personalizing is a way to **connect** with **customers** on a **human** level.	What is personalizing? Personalizing is a way to connect with customers on a human level. What does personalizing accomplish? It establishes a bond with the customer, and is a valuable way to conduct any relationship. How do you do it? • Use customer name • Use the product • Use other details Closed captioning available.	None	
ID: CS101_1_340 T: Content / Instructional with Media H1: Personalizing	Personalize a conversation by using a person's name or try to connect with them by complimenting the city of state they live in.	Some techniques to create a personalized connection with customers are: Say thank you so much for calling, Mrs. Smith. How can I help you?" You could say something about where they live, like: "Minneapolis is a beautiful city. You're lucky to live there!" Closed captioning available.	None	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_350 T: Content / Instructional H1: Empathizing Approach	Empathizing • What is empathizing? • How do we do it? It's about **adopting** the customer's **perspective**.	Empathizing is the ability to sense other people's emotions and to imagine what someone else might be feeling. Adopting the customer's perspective helps find solutions for customers. It works for something as simple as answering a question to something as difficult as helping an unhappy customer find a resolution. How do we do it? One way to do it is to ask why a person would want to know this specific information. If you take time to ask and explore why the customer needs a specific piece of information you can invoke reasons and more easily find solutions that will satisfy the customer. It's about adopting the customer's perspective. Closed captioning available.	None	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_360 T: Content / Instructional with Media H1: Strategizing Approach	Strategizing • What is strategizing? • How do you do it? Strategizing can assist in **achieving customer satisfaction**.	Strategizing can assist in achieving customer satisfaction goals which include satisfaction with products, satisfaction with a transaction, and satisfaction in purchasing goods. It may also help you increase sales. For example, If you are helping a customer with a return and they also told you they didn't like wool, but wanted something in cotton, you can show them another product that better fits their needs. That is strategizing because you use information a customer provided (she wanted cotton, not wool) to upsell a sweater that better fits her needs. This increases customer satisfaction. How do you do it? • Listen for opportunities • Ask questions • Know the inventory Closed captioning available.	None	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_370 T: Content / Instructional with Media H1: Customer-centered Communication Intertwined	The three approaches to customer-centered communication are intertwined.	The three approaches are intertwined, and strategizing, more than the others, relies on foundations created through interacting by personalizing and empathizing. Although you may be more comfortable with one approach over the others, they are useful together. Look for opportunities to combine the three approaches when you can. Closed captioning available.	 Image: Circles.png L:\Projects\PJEnterprises\circles.png Alt Text: Personalizing, Empathizing, and Strategizing words intertwined.	Image of three circles with words (Personalizing, Empathizing, and Strategizing) intertwined. Use color theme of various shades of blue and include a hover-over that gives a definition of each word. Fade in with each word circle.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_380 T: Knowledge Check H1: Knowledge Check 8 – Customer Scenario 1	Given the following customer scenario, what would you do? Pick all that apply. **Customer Scenario 1** A customer calls in to place an order and she can't decide between a two items; a cotton sweater or mittens. The customer tells the telephone operator that she is buying a birthday present for her sister who lives in Minneapolis. A. Address the customer by name B. Tell the customer they are weird ideas. C. Tell the customer which items have received good reviews. D. Tell the customer that you do not like the cold.		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Correct answer: A and C Not graded. Immediate feedback provided. Feedback: Address the customer by name and tell her they are both good ideas for her sister that lives in Minneapolis because of the cold winters in Minnesota. If appropriate for a particular item, tell the customer that the item(s) have received many good reviews.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_390 T: Knowledge Check H1: Knowledge Check 9 – Customer Scenario 2	Given the following customer scenario, what would you do? Pick all that apply. **Customer Scenario 2** A customer calls in to place an order. It is a repeat order for a fleece jacket the customer bought a month ago. The customer does not have the original order with him and also wants to know if the jacket is available in other colors in his size. A. Address the customer by name. B. Tell the customer to call back when they have the previous order information. C. Tell the customer which items have received good reviews. D. Tell the customer that you have the jacket in 5 different colors and multiple sizes.		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Correct answer: A and D Not graded. Immediate feedback provided. Feedback: Address the customer by name and tell him what colors and sizes the jacket comes in. The customer is not interested in other items.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_400 T: Knowledge Check H1: Knowledge Check 10 – Customer Scenario 3	Given the following customer scenario, what would you do? Pick all that apply. **Customer Scenario 3** A customer wants to return a pair of pants because they did not fit properly. The telephone operator walks the customer through the return process and offers to email the return label to the customer. The telephone operator does not offer any additional information. A. If appropriate and the customer is interested in another pant, suggest those pants that receive good reviews. B. Tell the customer which items have received good reviews. C. Address the customer by name. D. Offer special on shipping if customer orders a different item.		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Correct answer: A, B C and D Not graded. Immediate feedback provided. Feedback for all answers: Address the customer by name and if appropriate offer other items that would be appropriate and have good reviews to the customer. Go the extra mile to keep the customer happy with another solution to their need.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_410 T: Content / Instructional with Media H1: Customer Service Standard	There are four service standards that typically happen in a particular order during an interaction with a customer: • Connect • Discover • Solutions • Confirm	There are four service standards that typically happen in a particular order during an interaction with a customer: Connect, discover, solutions and confirm First you connect with the customer; then you listen and ask questions to discover need; then you either present product information or other resolutions to specific needs. The interaction should finish with a confirmation of satisfaction with the customer. Closed captioning available.	Connect → Discover → Solutions → Confirm Image: ServiceProcess.png L:\Projects\PJEnterprises\serviceprocess.png Alt Text: Connect, Discover, Solutions, confirm process flow diagram.	
ID: CS101_1_420 T: Content / Instructional with Media H1: Customer Service Standards	Click play to listen to a customer interaction and examine what's happening. Think about whether this is an example of using the four service standards described earlier.	[Audio content would include Customer Candle holders MP3 file.] You may want to take notes as to when the telephone operator practiced any of the four service standards. Closed captioning available.	None	Customer: candle holders MP3 file.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_430 T: Content / Instructional with Media H1: Customer-Service Standards	How did the telephone operator meet the service standards in the previous audio clip? • Connect • Discover • Solutions • Confirm	In the previous audio clip you heard a customer call in and the telephone operator ask how they can help. The customer already had a table runner in their shopping cart and had some questions about pottery candle holders she would like to purchase. The telephone operator provided answers about the candle holders and also added that the customer is eligible for a discount if she purchases two or more items today. The customer agreed to purchase the three items and the telephone operator confirmed the customer was ready to check out. Closed captioning available.	 Image: ServiceProcess.png L:\Projects\PJEnterprises\serviceprocess.png Alt Text: Connect, Discover, Solutions, confirm process flow diagram.	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_440 T: Content / Instructional with Media H1: How Did the Telephone Operator Do?	How did the telephone operator meet the four service standards? • Connect • Discover • Solutions • Confirm	How did the telephone operator meet the four service standards? Connect: Telephone operator neglects to address the customer by name. Discover: Telephone operator did ask how they could help. Solutions: Telephone operator did provide answers about the candle holders and provided additional information about the discount. Confirm: Telephone operator did confirm the customer is ready to check out. Closed captioning available.	Image: ServiceProcess.png L:\Projects\PJEnterprises\serviceprocess.png Alt Text: Connect, Discover, Solutions, confirm process flow diagram.	
ID: CS101_1_450 T: Content / Instructional with Media H1: What's the Connection?	Are you seeing a connection between the customer-centered communication approaches and the four standards of service? **Personalizing** and **empathizing** are both approaches that support **connecting** with the customer.	Personalizing and empathizing are both approaches that support connecting with the customer. Closed captioning available.	None	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_460 T: Content / Instructional H1: Strategizing and Solutions	**Strategizing** works to provide **solutions** that **satisfy** the customer.	The various customer-centered approaches can be fluid and support many of the service standards. How they are used will vary based on the customer interaction. Closed captioning available.	None	
ID: CS101_1_470 T: Content / Instructional H1: What's the Goal?	The **goal** is for the customer-center communication and service standards to become **intuitive** to you.	The goal is for the customer-center communication and service standards to become intuitive to you. Closed captioning available.	None	
ID: CS101_1_480 T: Knowledge Check with Media H1: Knowledge Check Audio Introduction	Click play to listen to the customer and telephone operator audio file.	[Listen to customer and telephone operator audio file] Closed captioning available.	 Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: CS101_1_490 T: Knowledge Check H1: Knowledge Check 11 – Service Standards	**Drag-and-Drop** Drag-and-drop the service standards and approaches to match what the telephone operator used in the audio scenario you listened to in the previous slide. **Standards:** 1. Connect 2. Discover 3. Solutions 4. Confirm **Approaches**: Supplies information about the product (3) Asks how they can help (2) Asks if customer if there is anything else she needs before she ends the call. (4) Uses customer's name (1)		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Knowledge Check pass= continue to Knowledge check #12, slide CS101_1_500. Knowledge Check fail= Restart this lesson, slide CS101_1_410.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: C1_1_500 T: Knowledge Check with Media H1: Knowledge Check 12 – Standards and Approaches	**What Should You do to Help the Customer?** Customer wants to help making a decision about an item he wants to buy for his wife. Select the correct service standards and approaches you would use. Select all the apply: 1. Ask the customer's name and greet him. 2. Ask why he married his wife? 3. Ask the price range and type of item. 4. Offer information best-selling items and confirm purchase. 5. Continue to ask questions and offer solutions until the right item is identified. 6. Confirm the selections and thank the customer by name.	[Listen to customer and telephone operator audio file] Closed captioning available.	Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Correct answers: 1, 3, 5, 6 Knowledge Check pass= continue to Knowledge check #13, slide CS101_1_510. Knowledge Check fail= Restart this lesson, slide CS101_1_410.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: C1_1_510 T: Knowledge Check H1: Knowledge Check 13 – Concerned Customer	**What Should You Do to Help the Customer?** Customer is concerned about the quality of product she wants to order. Select the correct service standards and approaches you would use. Select all that apply. 1. Ask the customer's name and how you can help her. 2. Locate the product information. 3. Share the return policy information. 4. Share where the product is manufactured. 5. Share the online reviews of the product.	[Listen to customer and telephone operator audio file] Closed captioning available.	Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions phone operators.	Correct answers: 1, 2, 3, 4 Knowledge Check pass= continue to Knowledge check #14, slide CS101_1_520. Knowledge Check fail= Restart this lesson, slide CS101_1_410.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: C1_1_520 T: Knowledge Check H1: Knowledge Check 14 – Missing Standard	What is Missing? What customer service standard was missing from the scenario in the previous slide? 1. Connect 2. Confirm 3. Discover 4. Solutions		Image: thinking.png https://pixabay.com/vectors/mental-health-cranium-head-human-3350778/ Alt Text: head with questions	Correct Answer: 2 Knowledge Check pass= continue to next slide, slide CS101_1_530. Knowledge Check fail= Restart this lesson, slide CS101_1_410.
ID: C1_1_530 T: Content / Instructional with H1: Summing it Up	At the conclusion of this training you learned: • Proper use of the telephone operator website, key terms, and using the seasonal catalog. • How to model customer-centered communication interactions that will help increase customer satisfaction.	It is obvious to PJ Enterprises that customer and employee satisfaction is very important. In this section of the training, you learned about modeling good customer-centered communication and service standards when interacting with customers. At the conclusion of this training you have increased your efficiency when using the proper tools and navigation options. Customer satisfaction will increase with positive interactions, newly developed soft skills and phone etiquette. Closed captioning available.	None	

Screen Info	Text	Audio	Graphics	Programming Notes
ID: C1_1_540 T: Content / Instructional H1: Lesson Completion	Congratulations! You have successfully completed "Customer Service Advocate Training" Click the button below to display and print your Certificate of Completion Display Certification button.	Congratulations! You have successfully completed "Customer Service Advocate Training" Click the display certification button below to display and print your Certificate of Completion. Closed captioning available.	Certificate of Completion Name: Congratulations.jpeg https://miro.medium.com/max/3200/1*qLPCEk_TQM1qi9mFibLEjw.jpeg Alt Text: Congratulations with confetti. Name: Printicon.jpg Location: L:/Projects/PJEnterprises/Printicon.jpg. Alt Text: Printer icon.	Animated confetti falling. 100% score on graded knowledge checks will mark lesson as complete. Click the button to show the Certificate of Completion. Print button for certificate, once selected will exit slide after print.

Screen Info	Text	Audio	Graphics	Programming Notes
ID: C1_1_550 T: Content / Instructional H1: Credits	**Credits** **Special thanks to all the people that made this training possible.** **PJ Enterprises** **Content supplied by** Customer Success Advocates team **Stakeholders** **Presentation Software** Storyline 360 **Graphics and Images** Google Images Pixabay Storyline 360 content library	A special Thank you to all the people and programs that made this training possible PJ Enterprises Customer Success Advocates team Stakeholders Presentation Software Storyline 360 Graphics and Images Google Images Pixabay Storyline 360 Content library Closed captioning available.	PJ Enterprises logo Name: PJEnterpriseslogo.jpg Location: L:/Projects/PJEnterprises/PJEnterpriseslogo.jpg. Alt Text: Company logo. Pixabay Google Images Storyline 360 content library ` Name: CustomerSATlogo.jpg Location: L:/Projects/PJEnterprises/CsustomerSATlogo.jpg. Alt Text: Customer team logo.	Credits could be scrolling Add a Finish button.

Screen Templates (T)

Note: Our team will decide on the final color/font format later this week.

Intended template/layout for screens. Variations of blues, grays and black color selections intended to match and complement company banding. Try to use colors close to Hex: #1F497D, #D9D9D9, #4F81BD.

Lesson title and screen name (Calibri, 12pt., Regular, Black. Gray background)   Page #/Total Pages#

Course Menu (Arial 14pt., Bold)

Text (Arial 12pt., Regular, Black)

Gray background

Title Screen Headline (Verdana 16pt., Bold, Blue)

Content Text (Arial, 14pt.., Regular, Black)

Navigation Bar/Player - per authoring tool - Arial
(Player: CC, Pause/Continue, Previous, Next)

Lesson title and screen name (Calibri, 12pt., Regular, Black. Gray background)   Page #/Total Pages#

Course Menu (Arial 14pt., Bold)

Text (Arial 12pt., Regular, Black)

Gray background

Content / Instructional Screen Headline 50/50, (Verdana 14pt., Bold, Blue)

Media location

Headline (Verdana, 12pt., Bold, Light Blue)
Content text (Arial 12pt., Regular, Black)
- Bullet
- Bullet
- Bullet

Navigation Bar/Player - per authoring tool - Arial
(Player: CC, Pause/Continue, Previous, Next)

Lesson title and screen name (Calibri, 12pt., Regular, Black. Gray background)   Page #/Total Pages#

Course Menu (Arial 14pt., Bold)

Text (Arial 12pt., Regular, Black)

Gray background

Knowledge Check Screen Headline (Verdana 14pt., Bold, Blue)

Question/Instructions (Arial 12pt., Regular, Black)

☐ Answer 1
☐ Answer 2
☐ Answer 3
☐ Answer 4

Feedback and/or Hint information will pop-up here Arial 12pt., Regular, Black

Submit   Try Again

Navigation Bar/Player - per authoring tool - Arial
(Player: CC, Pause/Continue, Previous, Next)

Lesson title and screen name (Calibri, 12pt., Regular, Black. Gray background)   Page #/Total Pages#

Course Menu (Arial 14pt., Bold)

Text (Arial 12pt., Regular, Black)

Gray background

Interactive Screen Headline 1, (Verdana 14pt., Bold, Blue). Applies to some type of variations of: 70/30, 60/40, or 50/50 splits.

(Verdana, 12 pt., Bold, Light blue)
Content text (Arial 12pt., Regular, Black)
- Bullet
- Bullet
- Bullet

Media location

Button 1   Button 2

Navigation Bar/Player - per authoring tool - Arial
(Player: CC, Pause/Continue, Previous, Next)

Course Menu (Arial 14pt., Bold)

Text (Arial 12pt., Regular, Black)

Gray background

Content / Instructional 2 Media Screen Headline (Verdana 14pt., Bold, Blue) Applies to some type of variations of: 70/30, 60/40, or 50/50 splits.

Content text (Arial 12pt., Regular, Black)

Media Location

Media Location

Navigation Bar/Player - per authoring tool - Arial
(Player: CC, Pause/Continue, Previous, Next)

Course Menu (Arial 14pt., Bold)

Text (Arial 12pt., Regular, Black)

Gray background

Interactive Screen Headline: Now you try. Simulation with forms/software, Verdana 14pt., Bold, Blue)

Content text (Arial 12pt., Regular, Black)

Media Location
(forms)

Media Location
(software screen)

9 Input boxes

Navigation Bar/Player - per authoring tool - Arial
(Player: CC, Pause/Continue, Previous, Next)