

Quality Customer Service Design Document

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| <i>Business Purpose</i> | Company X is geared toward providing excellent customer service to its guests. Currently, employees are receiving undesirable reviews in that area. Training is needed to provide the employees with the knowledge required to provide stellar customer service and enhance the guest experience when they are with us. |
| <i>Target Audience</i> | All employees at Company X who have the opportunity to interact with guests. |
| <i>Training Time</i> | 20-30 minutes |
| <i>Training Recommendation</i> | <ul style="list-style-type: none"> • 1 eLearning course • The course will focus on satisfying customer complaints and how to have positive guest interactions. • Scenarios, interactive activities, and knowledge checks will be included. |
| <i>Deliverables</i> | <ul style="list-style-type: none"> • Design document • Storyboard • 1 eLearning course <ul style="list-style-type: none"> ○ Developed in Articulate Storyline ○ Includes voice-over narration ○ Includes scenarios ○ Includes interactive activities ○ Includes knowledge checks |
| <i>Learning Objectives</i> | <ul style="list-style-type: none"> • Identify the steps in the LAST model for dealing with dissatisfied customers. • Explain procedures for correctly satisfying a customer complaint • Demonstrate ways to create positive interactions with guests |
| <i>Training Outline</i> | <ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> ○ Navigation ○ Objectives • Positive Guest Interactions <ul style="list-style-type: none"> ○ Four key basics ○ Seven service guidelines ○ Combustion points ○ Scenario ○ Summary ○ 2 Knowledge check questions • Satisfying Customer Complaints <ul style="list-style-type: none"> ○ LAST model |

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| | <ul style="list-style-type: none">○ Company X procedures○ Scenario○ Summary○ 2 Knowledge check questions |
| <i>Evaluation Plan</i> | <ul style="list-style-type: none">● 4 Knowledge Checks● 2 Scenarios |