

## 1. Project Context

This course aims to improve the ability of new baristas to handle difficult customer situations, which will help increase customer satisfaction metrics. The course will focus on using a 4-point customer service framework.

## 2. Project Requirements

Include specifications provided by the project owner or key stakeholder:

Cost - \$1,000

Timelines -

Standards -

## 3. Learning Requirements

Audience profile – The learners are newer baristas (hired within the last 6 months) and for on-boarding newly hired baristas in the future.

Learning environment - The course can be completed during work hours or at home. A mobile device, laptop or computer is required.

## 4. Course Objectives

Learning objectives: By the end of this program, learners will be able to handle difficult customer situations appropriately by applying the four points of customer service.

1. Listen – activity listen to the customer
2. Empathize – understand where the customer is coming from
3. Find – discover the main problem of the customer
4. Solve – provide an immediate solution

Performance goals: Learners will earn at least 90% on all quizzes and the final assessment.

## 5. Instructional Strategy

Media strategy – video with audio

## 6. Assessment Strategy.

1-2 quizzes (formative assessment) in each module. Module 3 is the final assessment.

## 7. Course Format Or Structure.

Module 1: Customer service is hard (3 slides)

1. Introduction: Video – front face video of an upset customer, gets angry and mean at viewer because her mobile drink wasn't ready quick enough
  - a. Quiz: Reflection question – What would you want to do in this situation? What should you do as a CS employee in this situation? How did this situation make you feel?
2. Objectives: By the end of this program, you will be able to handle difficult customer situations appropriately
  - a. Quiz: Reflection question - Why are these actions important as a barista?

#### Module 2: Dealing with difficult customers (9 slides)

1. Preview: Learner will watch a video (4 in total) of a difficult customer/situation and the learner will choose response – get feedback
2. 4 points of customer service – interactive, click each section to learn more (include key phrases as additional info)
3. Quiz: Learners will read/assess the inner “thoughts” of baristas during difficult situations and choose which of the 4 points they should follow + feedback

#### Module 3: Final assessment (4 slides)

1. Learners engage in 4 different scenarios with 4 different customer situations - they choose their response and view the outcome
2. Evaluation survey– learners evaluate the program and how they will utilize what they learned on the job

### **8. Development Tools.**

Storyline

Screenpal