Quality Customer Experiences: Design Justification & Specifications

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Overview

Call center customer service representatives are required to make split second decision handling each call and in order for quality customer experiences to take place; critical thinking skills are necessary. Without positive critical thinking skills, customers are not going to have satisfaction with the call and the company the call represents. The learning objectives for the Quality Customer Experiences course is once a call is received, for customer service representatives who are learning their job to make decisions that provide quality experiences through; polite mannerisms, keeping the customer focused on the issue and provided assistance as needed.

Design Decisions

#1 this training will be from the point of view of Marta, a call center representative who needs to make the decisions that are best and learn from the experience.

This training will presents three types of calls, three possible choices for each, one that is a best practices answer. If a decision occurs that is not favorable, then the learner is provided negative feedback and asked to choose a different answer. The scenarios are:

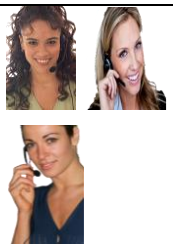
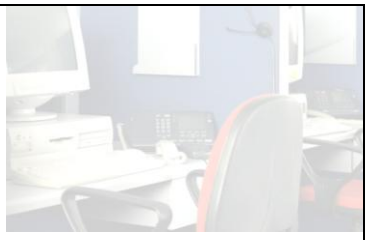
- Caller has had phone tree issues and is very irritated.
    - Respond to caller in a way that is respectful and polite, get to the root of the issue quickly
- Caller is upset because their request isn't being handled.
    - Calmly listen to their customers' frustrations and provide alternative solutions that fall within company guidelines. If the customer refuses to accept those solutions, the rep needs to firmly (yet politely) deny their request.
- Caller who is rambling on and on about irrelevant topics.
    - Keep caller focused on the reason for the call, stay polite while bringing a caller back on track

The training will have two mentors who provide information that may or may not be the right decision, Marta (the learner) needs to decide to listen to the suggestions or not.

#2 the colors are blue and grey color scheme with contrast for readability

Background gradient outside	
Background gradient inside	
Boarder	
Text	
Text bubble background	
Text in Text bubble	
Font & size for Text Boxes	Calibri (Body) 28
Font & size for dialogue bubbles	Calibri Body 18
Quiz slides	Header BG / Choices BG
Navigation buttons	

#3 images that are realistic and not cartoony will draw learner into the situations as they move through the learning process.

				
Intro and Ending	Active people	Bosses and work setting	Customer	Background

#4 comic inspired formats keeps training short and simple as learner reads conversations between customer, the mentors and the lesson. This format allows for quick learning delivery.

#5 using a widget for interaction of the customer interaction decisions. The widget will allow the learner to keep on one slid while deciding the best answer. They will receive instant feedback and can also look at the other answers to increase their learning.