

Quality Propane- Promotional Module Design Document

<i>Business Purpose</i>	Quality Propane is a local propane delivery company serving 15 Counties. It was a family owned company until 2019 when they were purchased by a national company, Thompson Gas. The company deals with two primary concerns: 1. As they accumulate new customers they would like a way to inform customers that they have a choice of delivery and payment options, as well as acknowledge the customer responsibilities. 2. Their drivers experience many potentially dangerous situations when delivering and this not only gets costly for the company, but holds the potential of costly customer liability. Likewise, Customers have recently expressed their concern over the “Big corporate buy-out.” Quality Propane wishes to reinforce their hometown connections and dedication to families inside their delivery area. Using the “family theme” they would like to educate customers of their account and billing choices as well as how to improve driver safety and reduce the customer’s liability. To encourage customers to complete the learning they will offer a yearly promotional discount to all who complete the module. Intended outcome is fewer customer run-outs, late payments, and incident reports.
<i>Target Audience</i>	Customers, existing and new.
<i>Training Time</i>	approximately 10 minutes
<i>Training Recommendation</i>	Customers are large in number, spread out over 15 counties, and will be continually added, therefore, I recommend an eLearning module using RISE 360 for the convenience of delivery and tracking of customer completion to the LMS system. The module should take the customer approximately 10 minutes to complete to ensure they don’t get frustrated with the length, but also long enough to receive all of the intended information. I recommend using a customer service avatar to welcome and go over accounts and billing and then a driver to discuss the hazards encountered. Both will be used during the gas leak scenario.
<i>Deliverables</i>	1- eLearning module in RISE 360 1- 5 question quiz

<i>Learning Objectives</i>	● Recall the worry-free delivery options. ● Match <i>Ways to Pay</i> with their benefits. ● Identify safety hazards you are responsible for mitigating. ● List the steps of what to do if you smell gas.
<i>Training Outline</i>	1. Introduction to the company and the module 2. Types of accounts a. Will Call b. Automatic c. Monitored 3. Ways to pay a. Smart pay b. Autopay c. Pre Buy d. Net 30/Pay in Advance 4. Knowledge check 5. Customer responsibilities a. Driveways b. Tanks c. Environment 6. Knowledge check 7. What to do if you smell gas a. Leave premise b. Turn off tank c. Call company and follow their directions d. Remain away from home until given the all-clear 8. Knowledge Check 9. Introduction to quiz 10. Quiz 11. Results 12. Directions on how to claim the discount 13. Exit
<i>Assessment Plan</i>	● There will be 5 questions addressing the learning objectives ● Customers will need to get 80% to pass ● They will have unlimited attempts ● Correct answers will be shared if they answer incorrectly.