

Design Document

Training Title: The Art of Coffee Recommendation

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| Business Goal and Problem | <p>Problem: Brew Haven needs to ensure new employees can accurately recommend coffee to customers, leading to a higher rate of repeat business and maintaining a loyal customer base.</p> <p>Goal: To develop and implement effective training for new employees that enables them to confidently and accurately match customers with their preferred coffee, thereby maintaining a robust customer base with 30% high loyalty and repeat business.</p> |
| Target Audience | The audience is the new employees who are 18-30 years old. There is a balanced mix of genders with a variety of education levels. Some employees have a high school degree while others have advanced degrees. They are mostly part time employees who come with a variety of experience being a barista. |
| Learning Objectives | <p>Terminal LOs:</p> <ul style="list-style-type: none">• Create a recommended coffee order by selecting appropriate menu items based on customer preferences.• Demonstrate active listening skills to accurately identify and respond to customer needs.• Generate personalized coffee recommendations tailored to customer preferences and requirements. |
| Training Recommendation | <p>Delivery Method:</p> <ul style="list-style-type: none">• Method: E-learning• Tool: Rise 360 <p>Approach:</p> <ul style="list-style-type: none">• Scenario based |
| Training Time | <ul style="list-style-type: none">• 20 minutes |
| Deliverables | <ul style="list-style-type: none">• E-learning course developed on Rise 360 |
| Training | Introduction/ Welcome |

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| Outline | <p>Common adjustments</p> <ul style="list-style-type: none"> • Size • Rost • Creammer • Sweetener <p>Paying Attention</p> <ul style="list-style-type: none"> • Good eye contact, • Avoid distractions <p>Paraphrasing</p> <ul style="list-style-type: none"> • Repeat back what you heard in your own words. <p>Asking for Clarification</p> <ul style="list-style-type: none"> • If something is unclear, ask questions. <p>Quality Recommendations</p> <ul style="list-style-type: none"> • Basic Structure <ul style="list-style-type: none"> ◦ Since you (something they said), I would suggest Because.... • Key things to remember <ul style="list-style-type: none"> ◦ The “why” behind your rec is very important. ◦ It is nice to give 1 or 2 option <p>Graded Assessment Summary</p> |
| Assessment Plan | <p>Level 2 Assessment:</p> <ul style="list-style-type: none"> • At least one quick check for each section. These will review content and have the learner engage with the content. • A final graded quiz: <ul style="list-style-type: none"> ◦ Each question assesses one of the learning objectives ◦ 5 questions ◦ 80% passing ◦ Scenario based <p>Level 3 Assessment:</p> <p>Observation of On-the-Job Behavior:</p> <ul style="list-style-type: none"> • There would be observations of new employees as they interact with customers. Are they applying the learned techniques for recommending coffee? Are they demonstrating improved customer service? <ul style="list-style-type: none"> ◦ Direct observation by supervisors or managers. • Gather data to measure their robust customer base to observe if the goal of a 30% high loyalty and repeat business has been met. |

