

Project Title: Customer-Focused Engagement

Project Details- Customer Focused Engagement

Story size: 1280px by 820px	Colors: Black 222222 / White F5F5EF / Red #E40000 / Light red #E77979 / Grey #9A9898
Font-family: Merriweather Sans Regular, Lato bold, Lato Regular	Font-size: 64px, 36px, 28px

Overview

The Customer Representative Officers (CROs) have the goal of reducing the high wait time for customers at the Store. The CROs are located at the company stores. The tasks are:

- Attend customers as per the token number shown in the Queue Management System
- Verify the token number.
- Open the Routing Matrix and Identify the level of customer service request.
- Route the customer for Solution following the Routing Matrix.

The story happens during each interaction with a customer.

The Customers will have less Waiting time at the store.

The Store will have fewer Customer complaints and dissatisfied customers due to high waiting time.

The Store & the learners will receive the service-linked monetary Incentives if they cut down the wait time consistently month on month.

Title Slide- Begin- 1.1

Title Slide

Customer-Focused Engagement

Can you delight the customers with a minimal wait time?

Visual notes

The Title slide appears. In the foreground, a laptop is placed on a desk with the 'Begin' button displayed on its screen. In the background, we see a Telecom Store with Customers seated in the waiting area. A huge TV Screen in the upper left corner with TOKEN NUMBER 00 is displayed.

Programming notes

Jump to the next slide when the user selects the Begin button

Slide Title- Backstory- 1.2

“Lately, the customers visiting the Telecom Store must wait long after taking tokens. Due to the high wait time, the number of dissatisfied customers and customer complaints in the Store are increasing. We need your help to quickly and efficiently attend to our customers. Can you delight the customers with a Short Wait time?”.

Visual notes

The laptop screen increases in size and shows the above Text.

Programming notes

Jump to the next slide when the user selects the Continue button.

Meet the Mentor 1- 1.3

Prompt

Hello, I'm Sim. I have 15 years of Customer Service Experience and started just like you!! When you need my help, select the 'Ask Sim' button on the screen's upper right corner. Try doing so now to Continue.

Visual notes

The mentor walks in and points to the speech bubble with the above Text. Then an “Ask Sim” mentor icon appears at the top center. The icon will be a closeup of her face. Then the mentor points to the icon to select it.

Programming notes

Jump to the next slide when the learner selects the “Ask Sim” mentor icon button.

Meet the Mentor 2- 1.4

Character Prompt

Good Job!! As you attend to each customer, the vertical progress bar on the right-hand side of the screen will move up & down. Remember with each right choice you make; you will shorten the customer's wait time.

You are seated at the Customer Representative Officer's desk. The Store has opened for the day and the Customers are seated at the Waiting area. Once you are ready, get out there and delight those Customers with a quick, efficient service and a Short Wait time. Go for it!!!

Visual notes

The mentor is shown alternating gestures, one as pointing to the speech bubble with the above Text and the second one with a thumbs up.

Programming notes

Jump to the next slide when the learner selects the Continue button.

Slide Title- Introduction- 1.5 P21

Prompt

Your laptop screen is showing the Queue Management System with Token Number 1. When you are ready, select 'ACCEPT' to attend your first Customer for the day.

Visual notes

The bell rings and the background TV screen shows Token 01 and the customers are seated in the Waiting area. Your laptop screen is showing Queue Management System on the top. The next row shows Token Number 1. Below is a blinking button showing ACCEPT.

Programming notes

Jump to the next slide when the user selects the ACCEPT button.

Question 1- 2.1

Question: Your first customer walks in. You greet the customer with a smile and ask him to take a seat. What do you say next?

Choice A (correct): 'May I please have your token number slip?'

Choice B: 'May I have your mobile number to access your customer data profile in the system?'

Choice C: 'Thank you for being a loyal customer. How may I help you today?'

Visual notes

The Customer is seated in front of you.

Programming notes

If user selects Choice A, jump to Question 1 - Choice A Consequence (Correct) slide
If user selects Choice B, jump to Question 1 - Choice B Consequence (Incorrect) slide
If user selects Choice C, jump to Question 1 - Choice C Consequence (Incorrect) slide
Display the text below when the user selects the mentor button.

Mentor text

Situations like when a customer misreads the token number, cuts in line, or doesn't have a token, can result in high wait time and increase customer dissatisfaction.

Question 1 - Choice A Consequence (Correct) 2.2 Q1A-COR**Prompt**

The customer hands you his token number slip. While verifying, you notice it says '16' as they misread the '06' on the screen. You clarify the mistake and ask the customer to take a seat in the waiting area. The customer with token slip '01' approaches your desk and says, "Thanks for checking that other customer's token slip. I thought I was going to have to wait longer."

Visual notes

The Progress Bar moves up green.

Programming notes

Jump to slide when the user selects the Continue button.

Question 1 - Choice B Consequence (Incorrect) 2.3 Q1B-IN**Prompt**

The customer shares his mobile number. He explains his query while you access his profile in the system.

A new customer walks to your desk and says, "Excuse me, my token number is 06."

You verify the previous customer's token number slip and realize it is 16. You request the previous customer to take a seat for his turn in the waiting area. The previous customer says, "I have already explained my query. Wouldn't it be easier to sort it quickly or I will have to do it all over again".

The new customer says, "I don't want to wait longer as I am in a hurry to get to work".

The situation has led to both customers being dissatisfied and high wait time for all the customers.

At the end of the month, the store and its employees don't receive their service-linked incentives due to increased Customer Complaints

Visual notes

Another customer walks to the desk. Both Customers are seen as angry. The Progress Bar moves down red.

At the end of the month, the store receives a mail that says, "The monthly report shows that the Store has a high wait time for customers, way above the expected standard. Due to the increase in unsatisfied

customers, this store and its employees are not eligible for a performance-based incentive. We look forward to this store making improvements. Better luck next time!!"

Programming notes

Jump to the Question 1 slide when the user selects the Try Again button.

Question 1 - Choice C Consequence (Incorrect)- 2.4 Q1C-IN

Prompt

The customer explains his query while you access his profile in the system.
A new customer walks to your desk and says, "Excuse me, my token number is 06."

You verify the previous customer's token number slip and realize it is 16. You request the previous customer to take a seat for his turn in the waiting area. The previous customer says, "I have already explained my query. Wouldn't it be easier to sort it quickly or I will have to do it all over again".

The new customer says, "I don't want to wait longer as I am in a hurry to get to work".

The situation has led to both customers being dissatisfied and high wait time for all the customers.

At the end of the month, the store and its employees didn't receive their service-linked incentives due to high wait time and increased Customer Complaints.

Visual notes

Another customer walks to the desk. Both Customers are seen as angry. The Progress Bar moves down red.

At the end of the month, the store receives a mail that says, "The monthly report shows that the Store has a high wait time for customers, way above the expected standard. Due to the increase in unsatisfied customers, this store and its employees are not eligible for a performance-based incentive. We look forward to this store making improvements. Better luck next time!!"

Programming notes

Jump to the Question 1 slide when the user selects the Try Again button.

Slide Title- Path to Q2- 2.5 P22

Prompt

Now that you have verified the customer's token number, you ask him to sit and access his data profile in the system using his mobile number. Then the customer explains his query.

"I use a postpaid number. I have already paid the bill 10 days ago but still keep getting SMS and emails reminding me to pay the bill immediately. Can you please check the issue there? Also, I would like to have a new number."

Visual notes

Animation of the customer talking, and the speech bubble appears with the above text.

Programming notes

Jump to the next slide when the user selects the Continue button.

Question 2- 2.6

Question: You listen thoroughly to the customer's query and understand the customer has two concerns. 1) He needs his payment to be checked and updated in the system. 2) He needs to get a new number for his son. What do you do next?

Choice A: Route the customer to the Sales Specialist to acquire a new number.

Choice B (correct): Identify the level of his requests using the Routing Matrix.

Choice C: Reassure the customer he will stop receiving messages once his payment is processed.

Visual notes

The Customer is seated in front of you.

Programming notes

If user selects Choice A, jump to Question 2 - Choice A Consequence (Incorrect) slide
If user selects Choice B, jump to Question 2 - Choice B Consequence (Correct) slide
If user selects Choice C, jump to Question 2 - Choice C Consequence (Incorrect) slide
Display the text below when the user selects the mentor button.

Mentor text

As per the Routing Matrix, when a customer has multiple requests and if any of the requests have a higher level, then the customer will be routed to the corresponding highest level.

Question 2 - Choice A Consequence (Incorrect) 2.7 Q2A-IN

Prompt

The customer moves to the Sales Specialist. Now you are attending to a new customer. In the midst, however, the previous customer comes back to you and says, "The sales specialist said they can't give me a new number until my bill is paid. I explained the situation, but they told me to come back and talk to you."

Then you open the Routing Matrix and realize that based on the level of his requests, you should have routed him to the Service Specialist on the first go. The new customer seated in front of you is left unattended while you sort out the previous customer's issue.

The previous customer expresses their frustration with the thought, "Getting sent back and forth is such a waste of time!" and the seated customer thinks, "Great. Now I have to wait for this issue to be fixed. They probably won't even be able to help me with my problem."

Both customers are dissatisfied and the wait time at the store for all customers increases.

At the end of the month, the store and its employees didn't receive their service-linked incentives due to high wait time and increased Customer Complaints

Visual notes

The previous customer is shown as frustrated with the above text. The new customer is looking at his watch with text in the thought bubble. The Progress bar moves down to red.

At the end of the month, the store receives a mail that says, "The monthly report shows that the Store has a high wait time for customers and an increase in dissatisfied customers, way above the expected standard. Due to this, the store and its employees are not eligible for a performance-based incentive. We look forward to this store making improvements. Better luck next time!!"

Programming notes

Jump to the Question 2 slide when the user selects the Try Again button.

Question 2 - Choice B Consequence (Correct)- 2.8 Q2B-COR

Prompt

You opened the Routing Matrix and saw:

Billing payment issues are directed to the Service Specialist
New number acquisitions are directed to the Sales Specialist.

However, when a customer has multiple requests and if any of the requests have a higher level, then the customer will be routed to the corresponding highest level.

Since billing issues are higher on the matrix, you tell the customer, "Billing payment issues are a priority, so we will solve that issue first before getting a new number for your son."

The customer smiles and says, "Thank you. Those reminder messages have been so stressful!"

Visual notes

The Progress Bar moves up green. Routing Matrix is open on the screen zooming on the Service Specialist branch.

Programming notes

Jump to the next Question slide when the user selects the Continue button.

Question 2 - Choice C Consequence (Incorrect)- 2.9 Q2C-IN

Interviewer Prompt

Now you are attending to a new customer. In the midst, however, the previous customer from a few days ago comes back to you and says, "It's been 10 days. It should've been processed by now. Since you can't help me, I'll just go to the service department myself."

Then you open the Routing Matrix and realize that based on the level of his requests, you should have routed him to the Service Specialist first. The customer walks over to an open counter in the service department. The new customer seated before you is left unattended while you go to sort out the previous customer's issue.

Another customer approaches the same counter. The customer says, "It's my turn as per the token number." The previous customer is without a token and says, "I have been here before. It's a small issue waiting to be resolved." The previous customer expresses their frustration with the thought, "Getting sent back and forth is such a waste of time!" while the customer with token thinks, "Great. Now I have to wait for this issue to be fixed. They probably won't even be able to help me with my problem."

Both customers are dissatisfied and the wait time at the store for all customers increases.

Visual notes

The previous customer is shown as frustrated with the above texts. The new customer looks at his watch with the text in his thought bubble. The Progress bar moves down to red.

At the end of the month, the store receives a mail that says, "The monthly report shows that the Store has a high wait time for customers and an increase in dissatisfied customers. Both are way above the Expected Store Standard. Due to this, the store and its employees are not eligible for a performance-based incentive. We look forward to this store making improvements. Better luck next time."

Programming notes

Jump to Question 2 slide when user selects Try Again button.

Slide Title- Path to Q3- 2.10 P23

Prompt

The customer says, "So how can I resolve the billing issue first? Will both my queries be solved at the same counter?"

Visual notes

The customer is seen talking and the speech bubble appears with the above text on the left side of the screen.

Programming notes

Jump to the next slide when the user selects the Continue button.

Question 3- 2.11

Question: Using the Routing Matrix, you have determined accurately where the customer needs to be routed. What do you say next to the customer?

Choice A: "Please proceed to the employee at the Service Department where a Specialist is seated there. Your queries will be resolved there. He is seated at the far-left side of the door. Your billing issue and acquiring a new number will be resolved there. Thank you for choosing us as your Telecom service provider."

Choice B (correct): "I have raised a service Ticket & you will receive the Ticket Number as an SMS. I have routed your request to the Service department where a Service specialist is there to resolve both your billing issues as well as acquire a new number. Please proceed to Counter Number 3. Thank you for choosing us as your Telecom service provider."

Choice C: "I have already shared the details and routed your request to the employee seated at the far right of the door to resolve your queries. Please proceed to that counter over there. Your billing issue and acquiring a new number will be resolved there. Thank you for choosing us as your Telecom service provider."

Visual notes

The Customer is seated in front of you.

Programming notes

If user selects Choice A, jump to Question 3 - Choice A Consequence (Incorrect) slide
If user selects Choice B, jump to Question 3 - Choice B Consequence (Correct) slide
If user selects Choice C, jump to Question 3 - Choice C Consequence (Incorrect) slide
Display the text below when the user selects the mentor button.

Mentor text

The Customer should be informed of the Solution Process using the Routing Matrix as a reference.

1. What has been done by you?
2. Which department and who will resolve his queries further?
3. Thank the customer and direct him to the right counter.

Question 3 - Choice A Consequence (Incorrect)- 2.12 Q3A-IN

Prompt

Now you are attending to a new customer. In the midst, however, the previous customer comes back to you confused and says, "Which counter is the Service Department employee seated? Can you please explain what has been done?" The customer is irritated as he is unclear what has to be done.

The new customer seated before you is left unattended while you explain the Solution process in detail to the previous customer.

The previous customer expresses their frustration with the thought, "Getting sent back and forth is such a waste of time!" while the customer with token thinks, "Great. Now I have to wait for this issue to be fixed. They probably won't even be able to help me with my problem."

Both customers are dissatisfied and the wait time at the store for all customers increases.

At the end of the month, the store and its employees don't receive their service-linked incentives due to high wait time and increased Customer Complaints.

Visual notes

The previous customer is shown as frustrated. The new customer is looking at his watch. The Progress bar moves down to red.

At the end of the month, the store receives a mail that says, "The monthly report shows that the Store has a high wait time for customers and an increase in dissatisfied customers. Both are way above the Expected Store Standard. Due to this, the store and its employees are not eligible for a performance-based incentive. We look forward to this store making improvements. Better luck next time."

Programming notes

Jump to the Question 3 slide when the user selects the Try Again button.

Question 3 - Choice B Consequence (Correct)- 2.13 Q3B-COR

Prompt

The customer says "Yes I have received the SMS with the Ticket Number. So, the service specialist will help solve the billing issue and acquire a new number for my son. All is clear. Great! Thank you for your help today!"

Visual notes

The Customer is seen talking and the speech bubble appears with the above text on the left side of the screen. The customer is seen saying thank you and walks away with a smile.

Programming notes

Jump to the next slide when the user selects the Continue button.

Question 3 - Choice C Consequence (Incorrect)- 2.14 Q3C-IN

Interviewer Prompt

Now you are attending to a new customer. In the midst, however, the previous customer comes back to you confused and says, "Which counter is the Service Specialist employee seated at? Can you please explain what has to be done?" The customer is irritated as he is unclear what has to be done.

The new customer seated before you is left unattended while you explain the Solution process in detail to the previous customer.

The previous customer expresses their frustration with the thought, "Getting sent back and forth is such a waste of time!" while the customer with token thinks, "Great. Now I have to wait for this issue to be fixed. They probably won't even be able to help me with my problem."

Both customers are dissatisfied and the wait time at the store for all customers increases.

At the end of the month, the store and its employees don't receive their service-linked incentives due to high wait time and increased Customer Complaints

Visual notes

The previous customer is shown as frustrated. The new customer is looking at his watch. The Progress bar moves down to red.

At the end of the month, the store receives an email "The monthly report shows that the Store has a high wait time for customers and an increase in dissatisfied customers. Both are way above the Expected Store Standard. Due to this, the store and its employees are not eligible for a performance-based incentive. We look forward to this store making improvements. Better luck next time."

Programming notes

Jump to the Question 3 slide when the user selects the Try Again button.

Slide Title- Path to End- 3.1 P2E

Prompt

The customer thinks while leaving, "Both my queries were resolved so quickly. This store is efficient in its service. I should write a good review for them."

The customer review mail states, "I visited the Store a few days ago. I thought I might have to wait a long time as it was a working weekday. However, I was quickly attended, and my queries were efficiently solved by the store team. I was at my workplace on time. I am impressed with the prompt and professional service I

received. I applaud the Store and its team. Keep up the good work!!''

Visual notes

The customer is shown leaving the store happily with the above text in the thought bubble. The laptop shows that the store received a mail with the above customer review text.

Programming notes

Jump to the next slide when the user selects the Continue button.

Slide Title- Happy Ending- 3.2

Prompt

At the end of the 4 months.

"Congratulations!!! The quarterly review shows that the Store has maintained a minimal wait time for the customers resulting in happy customers consistently. The store has successfully decreased its average wait time by 30%. Hence, the store and its employees will be awarded a performance-based incentive for the quarter. Well done, keep it going!! "

Visual notes

The laptop shows the store receives a mail with the above Text.

Programming notes

Jump to the next slide when the user selects the Continue button.

Conclusion- 3.3

Prompt

Kudos!! You made the right choice to deliver quick and efficient customer service. Let's recap the four steps to delight the customer with a minimal Wait time.

T Token is mandatory
I Identify the level of queries.
M Must use the Routing Matrix
E Explain the Solution Process

Visual notes

Animation of the Mentor talking, and the speech bubble appears with the above text on the left side of the screen. The smiling customers are seen in the background in the waiting area. The progress bar is green and at the top.

Programming notes

Restart the experience when user selects Restart button.
Exit the experience when user selects Exit button.