Design Document

Training Title: Helping Customers Find Plant-based Food Products

Business Goal and Problem	The business goal is to increase revenue from return customers by 35%. With more consumers turning to plant-based products for health and environmental reasons, it's crucial that customers can easily locate these items in-store. Currently, many new customers struggle to find plant-based products due to poor employee communication. Employees are not asking enough clarifying questions or following up to ensure customers find what they need, resulting in a 20% decline in business due to customer frustration. To reverse this trend, the training will focus on improving employee engagement with customers and product knowledge, leading to better customer experiences and increased repeat business.
Target Audience	The audience consists of adult customer service representatives at Quality Food Market who are on the floor. These learners include cashier team members, grocery team members in charge of stocking, displaying, and assisting all departments and customers, and specialty team members in charge of specialty departments such as wine and cheese. These learners have general knowledge of a map of the store, aisle numbers, and products in each aisle.
Learning Objectives	**Terminal LOs:** 1. Use clarifying questions to determine the customer's needs. 2. Guide the customer to the correct part of the store for their desired products. **Enabling LOs:** 1. The learner will match basic terminology to definitions that apply to vegan and vegetarian products. 2. Learners will use technology such as apps and maps to find the food that customers need.
Training Recommendation	**Delivery Method:** ● Elearning course designed with Articulate Storyline. **Approach:** ● Self-paced ● Accessible off-site ● Scenario based with a single scenario throughout with the same characters. ● Custom Buttons in Welcome branching scenario and Workplace Scenario (clipboard)
Training Time	20 minute training

Deliverables	● 1 Storyboard with a script outlining the course ● 1 elearning module, developed with Articulate Storyline with text to speech voice over narration ● Published SCORM FILES ● Job Aids (Manager Checklist, Rubric, Plant-based Grocery List, Questions to Help Plant-based Consumers)

Training Outline	Introduction
	● Welcome Page
	● Navigation Page
	● Learning Objectives
	● Workplace Scenario
	Topic: Diets and common products
	● 5 diets and their common ingredients
	   ○ Omnivore- a diet that includes a diverse range of foods from both plant and animal sources
	   ○ Lacto-ovo-a vegetarian diet that includes both dairy products (lacto) and eggs (ovo) while excluding meat, poultry and fish.
	   ○ Pescatarian- plant-based diet, but includes fish and seafood as a main source of protein
	   ○ Vegan- ingredients exclude all animals and by-products that promote a philosophy of reducing harm to animals and the environment
	   ○ Plant-based foods- primarily derived from plants, but can be plant derived products such as tofu and plant -based dairy alternatives
	● Match dietary words with their definitions
	● Knowledge Check practice activity
	Topic: Clarifying Questions
	● Health and Nutrition- " Are you interested in low-fat or low-sodium plant-based options?"
	● Recommendations-"May I recommend new plant-based arrivals or local specialties?"
	● Quantity- "Are you shopping for a particular event with a big crowd?"
	● Cooking and Preparation - "Do you prefer fresh produce, frozen, or canned products?"
	● Dietary Restrictions - " Are you avoiding any ingredients such as dairy, eggs, gluten, whey, casein or gelatin?"
	● Flavor and Cuisine Preference- "Are there specific flavors or cuisines that you enjoy?"
	● Customer Preference- "Are you looking for vegan snacks, dairy alternatives or baked goods?
	Topic: Identify where plant-based foods are located
	● Produce Section- find fresh fruits and vegetables for all diets
	● Dairy Section- find products for omnivore, plant-based milk and butters
	● Frozen Section- find products for omnivore, pescatarian, lacto-ovo, vegan, and plant-based products
	● Bread and Grain Section- find products for all diets. Vegan breads will not use animal products such as eggs, milk, butter or honey.
	Topic: Use store technology to find plant-based products
	● Locator device for items throughout the store
	● Use a scanner for more detailed information on products
	   ○ Identify labels such as "Clean Label" or "Keto Friendly"
	   ○ Recognize certifications such as vegan, non-gmo, organic
	   ○ Scan labels for non-vegan ingredients such as additives, flavorings, colorings and emulsifiers that

	derive from animal or insect sources
	• Use a phone app to determine if products are vegan/vegetarian
	    ○ Happy Cow
	    ○ Is it Vegan?
	    ○ Vegan AI Scanner
	    ○ Fig
	Topic: Quiz to assess understanding with five scenario-based questions. Pass with 4 of 5 correctly answered questions.
	Topic: Summary-After completing this course, the learner will gain effective engagement and communication skills. By using clarifying questions to determine the customer's needs and guide the customer to the correct part of the store for their desired plant-based products, employees will improve customer experiences.
	Topic: Closing -Steps have been taken to retain customer loyalty

Assessment Plan	**Level 2 Assessment:** 1 Knowledge Check (not graded) -2 attempts with feedback Final Assessment - 80% passing score, 2 attempts with Review feedback. • 5 scenario based multiple choice questions • Employees unable to pass after 2 attempts will receive intervention with management to investigate the learning gap. **Level 3 Assessment:** The success of this training will be evaluated by management staff through noting the amount of times an employee uses clarifying questions 3 months after the training. When a customer service employee has asked clarifying questions and walked customers to the correct store department 80% of the observed time, the training will be considered successful. Additionally, customer interaction anecdotal notes written by management and customer feedback surveys will be considered for success. Managers can use the provided checklist of desired employee-customer interactions with a minimum of 5 observations or according to how many observations are deemed necessary beyond that, and then evaluate them against the provided rubric.