



Project Design Brief

Name: Stephanie Williams

Client: Purrfectionary

Date: 12/13/20

Problem Statement

Purrfectionary is a posh, cat boutique of treat stores with its own cat café. For the past five years, Purrfectionary has had much success and has opened over 200 stores nationally. However, recent data shows a decrease in sales and customer satisfaction. Customers have left Purrfectionary within minutes because of a lack of customer service from the sales managers and associates. When customers walked through the doors of Purrfectionary, sales associates have not greeted or assisted the customers with their needs. At the present time, the sales associates, knowing each other well, have been observed hanging out with their peers in different sections of the boutique and/or playing with the animals, avoiding the customers. A customer service eLearning training will be developed and presented to help the sales associates and managers with the sole purpose to address expectations of customers service within the Purrfectionary family, how on the work floor and problem-solve to increase sales, and how to greet and approach customers appropriately to increase customer trust and relationships. Scenarios will be used in the customer service eLearning training.

The customer service training for Purrfectionary will include an eLearning module that addresses retail customer service expectations, Purrfectionary expectation, data, and trends of customer opinion of the importance of the customer service experience and scenarios to practice what to do in situations with customers and how to solve concerns effectively. After training, customers will be greeted within 10 seconds of their arrival and given assistance when needed. Sales associates will use their phones on the floor to assist with attaining knowledge of a product or service for customer inquiry. The training process is estimated to take three months with an eLearning Module, an Infographic in each of the stores for reminding and reflections to help sales associates improve prior knowledge to become more effective in increasing sales, increasing customer satisfaction, trust, and loyalty.

If the lack of customer service continues at Purrfectionary, the company will continue to lose customers, money and sales associates will lose their jobs. Implementing the customer service eLearning training program will build confidence in employees, bring back loyal customers, and retain new customers. The program will also increase sales, which will improve Purrfectionary's future sales projections.

The customer service eLearning module program has many components including experienced professionals and sales associates' who have helped with the production of the program. They consist of an experienced pet store sales associate named MJ Bryant. She is an animal guru and vlogger of pet adventures. She has worked for two national chain pet stores and a privately owned exotic animal store. For customer service training experience, Greg Ciotti and Jeff Mowatt are on board who are both retail training specialists and will advise on scenario building and customer service responses to help sales associates in approaching customers. Carole Mahoney, Cara Wood, Francesca Nicasio and Indeed.com has also incorporated tips on working in retail and improving customer service techniques to improve sales. I will also use sources from the retail doctor, including a 90 second video that provided insight on how to

approach a customer to increase sales and Ashley Autry will provide statistics on customer opinion of the desired customer service experience.

Learning Outcomes

After completing the customer service eLearning modules, sales associates and managers will be able to:

- remember the “MEOW” to increase sales and customer service in the store.
- greet customers appropriately, in a timely manner, and using a positive body language.
- implement a plan to elevate their customer service effectiveness.
- build confidence when problem solving customer inquiries and go beyond the call of duty.
- work more efficiently on the floor and help managers and staff when needed.

Proposed Media Assets and Delivery Method

List and describe the media assets and how they will be presented to the target audience (be certain to include Instructor Led Training components):

There are two prototypes to help sales associates and managers with improving their customer service technique and practice. There will be an infographic used for preview and review of new techniques established and an eLearning customer service module that can be viewed and used for review at any time using their phone. Since sales associates can use their phones to help customers on the floor, it seemed appropriate and less costly to create a program to always assist them while using their own device. There will also be an instructor led training presentation where sales associates and managers will practice greeting and approaching customers using scenarios, reflect on what their current customer service techniques are and how they can improve techniques with a set plan and goals, and help others improve using evaluation and constructive critique. The training is instructor led; however, the eLearning module can be used at any time for review. A presentation video will also be created to show sales associates and managers how to navigate the module.

Prototype 1: Purrfectionary Infographic



Prototype 2: Purrfectionary eLearning Module

[Purrfectionary's eLearning Module Link](#)



Learner Assessments

List and describe the formative and summative assessments:

In the eLearning customer service module, there will be three formative assessments. Before the module begins, sales associates and managers will take a five-question pre-assessment for prior knowledge before starting the program. After completing the program, the same five-questions will be given to show improvement in understanding of customer service expectations and ways to improve. There will also be a scenario game that will test sales managers and associates on what to say when approaching and assisting customers and a 10-question survey at the end of the module used to rate the program and their experience using the e-Learning customer service module.

Prototype Production Workflow

- *Prototype(s) to be shared*
- *Each prototype must include draft stages for client preview (sketches, storyboards, scripts, etc.)*
- *List stages of work to be completed during each timeframe and milestone dates for each completion*

Item	Draft	Review	Final	Implementation
Infographic	Dec. 7	Dec. 11	Dec. 18	Jan. 11
eLearning Module	Jan. 11	Jan. 15	Jan. 22	Jan. 25
Instructor-Led Training	Jan. 22	Jan. 27	Feb. 1	Feb. 8

Evaluation

Propose how you would measure the success of the training following [Kirkpatrick's Levels of Evaluation](#). Be certain to address Return on Investment.

After completing the eLearning customer service module and the instructor-led training, sales associates and managers will complete a 10-question survey to evaluate their experience with the module, the training course, and if the programs effective improved their knowledges and confidence in improving their customer service technique. The survey will be based on the Likert scale.

A pre and posttest within the eLearning customer service module and instructor led training will be given to test sales associates and managers growth from prior knowledge of concepts to growth in understanding expectations and concepts for customer service techniques to improve the current state. With the assessments we can all learning objectives were accomplished.

After completing the training program, observation walks and evaluations to promote continual practice of new customer techniques and improved behavior change from sales associates and managers will be implemented. Also, reminders, revisititation of the eLearning module and reflection will be utilized to keep all involved focused on successfully achieving plans and goals for change that were discussed during training and currently becoming daily practice and habit.

To increase motivation among sales associates and managers, a success board program can be implemented to award those who have increased customer service techniques due to increases in sales, positive feedback from customers and other sales associates, and through observation from top management.

So how will we know if we reached a return on investment? Increased sales, increased in customer loyalty and relationships, positive customer feedback, increased number of new customers word, and happier,

more confident sales associates and managers will be factors that indicate the customer service program's success and Purrfectionary's rise to the desired state of improvement in productivity.

References

Autry, Ashley (2017). Employee Engagement & Loyalty Statistics: The Ultimate Collection. Access Perks.com. Retrieved from <https://blog.accessperks.com/employee-engagement-loyalty-statistics-the-ultimate-collection>.

Bryant, M.J. (2017). What is it like to work at a pet store? Youtube.com. Retrieved from <https://www.youtube.com/watch?v=m5TkMXOLZQk>.

Business Queensland (2020). Principles of good customer service. Queensland Government. Retrieved from <https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/improving/principles#:~:text=The%20key%20to%20good%20customer,is%20likely%20to%20spend%20more>.

Ciotti, Gregory (2019). Go-To Scripts for Handling 12 Tricky Customer Service Scenarios. Help Scout.com. Retrieved from <https://www.helpscout.com/blog/customer-service-scenarios/#unknown>.

Indeed.com (2020). 25 Excellent Tips for How to Work in Retail. Indeed.com. Retrieved from <https://www.indeed.com/career-advice/career-development/working-in-retail-tips>.

Mahoney, Carole (2018). Data Analysis on The Impact Managers Have Motivating Salespeople. Unbound Growth. Retrieved from <http://www.unboundgrowth.com/blog/data-analysis-on-the-impact-managers-have-motivating-salespeople>.

Mowatt, Jeff (2020). Five greetings that boost sales to walk-in visitors. Jeff Mowatt.com. Retrieved from <https://jeffmowatt.com/article/for-openers/>.

Nicasio, Francesca (2020). 15 Retail Skills Every Sales Associate Should Have (and How to Develop Them)15 Retail Skills Every Sales Associate Should Have (and How to Develop Them). Vend.com. Retrieved from <https://www.vendhq.com/blog/retail-skills-sales-associate/>.

Phibbs, Bob (2020). 4 Ways to Improve Your Retail Customer Experience and Sales. Retail Doc.com. Retrieved from <https://www.retaildoc.com/blog/improve-retail-customer-experience-sales-follow>.

Victor, S. (2018). Tips for Measuring Course Effectiveness and ROI. Obsidian Learning.com. Retrieved from <https://www.obsidianlearning.com/blog/2015/10/tips-for-measuring-course-effectiveness-and-roi.html>.