

**Project Title:** Improving Customer Satisfaction

**Project Font:** Open Sans

**Font Styles:** Open Sans Regular, Open Sans Semibold

**Player Settings**

**Menu, Glossary, Notes (Sidebar); Resources (Topbar):** Disabled

**Title (Sidebar: On Left):** Enabled


**Slide Navigation and Gestures:** Disabled



**Project Color Scheme:**





**Button States (Normal / Hover):**




SLIDE	VISUALS	TEXT	BUTTONS/DEVELOPER NOTES	PHOTO
1.1 Welcome	-customer-feedback.jpg  <b>Image:</b> Image of people holding up rating and like icons	-Improving Customer Satisfaction  -Start	-Start: Jump to next slide  <b>Animations:</b> <ol style="list-style-type: none"><li>1. Title rectangle: Fade from right at 0s</li><li>2. Text box: Fade from right at 0s</li><li>3. Start button: Fade from bottom at 1s</li></ol>	


<p>1.2 Introduction</p>	<p>-slide-background.png -thinking-man.png -woman.png</p> <p><b>Images:</b> Images of a man in a thinking pose and a woman with out-stretched arms</p>	<p>-Caption text (man): What can we do to improve customer satisfaction? -Caption text (woman): I have some great ideas. Let me go through some ways to improve customer satisfaction.</p> <p>-Let's Begin</p>	<p>-Let's Begin: Jump to Main Menu slide</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Let's Begin button: Fade from bottom at 1s</li> </ol>	
<p>1.3 Main Menu</p>	<p>-banner.jpg</p> <p><b>Image:</b> Image of two people holding a banner</p>	<p>-MAIN MENU</p> <p>-How to Improve Customer Satisfaction</p> <p>-Personalize -Encourage Feedback -Maintain Etiquette -FINISH</p>	<p>-Personalize: Jump to Personalize slide -Encourage Feedback: Jump to Encourage Feedback slide -Maintain Etiquette: Jump to Maintain Etiquette slide -FINISH: Jump to Finish slide</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. MAIN MENU: Fade from top at 0s</li> </ol> <p><b>Slide Properties Setting:</b></p> <ol style="list-style-type: none"> <li>1. When revisiting: Reset to initial state</li> </ol>	



<p>1.4 Maintain Etiquette</p>	<p>-banner- architecture- horizontal-up- wall- transparent.png</p> <p><b>Image:</b> Transparent image of two frames on a wall</p>	<p>Base Layer:</p> <ul style="list-style-type: none"> <li>-Maintain Etiquette</li> <li>-Maintain customer service etiquette to increase customer satisfaction and maintain long-term customer relationships. Set ground rules for how to interact with customers.</li> <li>-Learn How</li> <li>-Back</li> <li>-Next</li> </ul> <p>Examples Layer:</p> <ul style="list-style-type: none"> <li>-1. Use positive words and phrases (e.g., “My apologies”, “You’re welcome”) to create a positive impression</li> <li>-2. Maintain transparency and give authentic information about your products to avoid confusion and gain trust</li> </ul>	<p>Base Layer:</p> <ul style="list-style-type: none"> <li>-Learn How: Show Examples Layer</li> <li>-Back: Jump to Main Menu slide</li> <li>-Next: Jump to Etiquette Scenario slide</li> </ul> <p>Examples Layer:</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Text box: Fade from right at 0s</li> </ol> <p><b>Animation Notes:</b></p> <ol style="list-style-type: none"> <li>1. Sequence text for #1 and #2 By Paragraph under Effect Options, so that each numbered text fades in after the other, rather than both at once</li> </ol>	
---------------------------------------	---	---	--	---

<p>1.5 Etiquette Scenario</p>	<p>-slide- background.png -bearded-man.png -friendly- woman.png</p> <p>-Arrow illustration from Content Library 360 -X icon from Content Library 360 -Checkmark icon from Content Library 360</p> <p><b>Images:</b> Images of a bearded man and a friendly woman with arms crossed</p>	<p>Base Layer:</p> <p>-Customer -Salesperson</p> <p>Dialogue text: -“Excuse, me. I’d like to return these items I bought here a couple days ago. I’m not satisfied with them. I have my receipt.”</p> <p>Prompt text: -How should the salesperson respond? (click on the answer)</p> <p>Choice 1 text: -I’m going on my lunch break now. Can you ask someone else to help you?</p> <p>Choice 2 text: -Oh, I’m sorry about that. Let me see your receipt so I can help you.</p> <p>Incorrect Layer: -Incorrect</p> <p>Feedback text:</p>	<p>Base Layer:</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Man: Fade from left at 2s</li> <li>2. Woman: Fade from right at 1s</li> <li>3. Customer text and arrow illustration: Fade at 3.5s; Fade (out) at 6s</li> <li>4. Salesperson text and arrow illustration: Fade at 3.5s; Fade (out) at 6s</li> <li>5. Dialogue text: Fade at 6s</li> <li>6. Prompt text: Fade at 6s</li> <li>7. Rectangle shape 1 and Choice 1 text: Fade at 6s</li> <li>8. Rectangle shape 2 and Choice 2 text: Fade at 6s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol> <p><b>Trigger Notes:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape 1: Show Incorrect Layer when clicked</li> <li>2. Choice 1 text: Show Incorrect Layer when clicked</li> </ol>	
---------------------------------------	--	---	---	--

		<p>-That's not the best choice. Be sure to use positive words and phrases, like "I'm sorry" or "My apologies", to create a positive impression.</p> <p>-Back -Main Menu</p> <p>Correct Layer: -Correct</p> <p>Feedback text: -Use positive words and phrases, like "I'm sorry" or "My apologies", to create a positive impression.</p> <p>-Back -Main Menu</p>	<p>3. Rectangle shape 2: Show Correct Layer when clicked</p> <p>4. Choice 2 text: Show Correct Layer when clicked</p> <p>Incorrect Layer: -Back: Jump to Maintain Etiquette slide -Main Menu: Jump to Main Menu slide</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape: Fade at 0s</li> <li>2. X icon: Fade at 0s</li> <li>3. "Incorrect" text: Fade at 0s</li> <li>4. Feedback text: Fade at 0s</li> <li>5. Back button: Fade from bottom at 1s</li> <li>6. Main Menu button: Fade from bottom at 2s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol>	
--	--	--	---	--


			<p>Correct Layer:</p> <ul style="list-style-type: none"> <li>-Back: Jump to Maintain Etiquette slide</li> <li>-Main Menu: Jump to Main Menu slide</li> </ul> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape: Fade at 0s</li> <li>2. Checkmark icon: Fade at 0s</li> <li>3. "Correct" text: Fade at 0s</li> <li>4. Feedback text: Fade at 0s</li> <li>5. Back button: Fade from bottom at 1s</li> <li>6. Main Menu button: Fade from bottom at 2s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol>	
1.6 Personalize	-banner-architecture-horizontal-up-wall-transparent.png	<p>Base Layer:</p> <ul style="list-style-type: none"> <li>-Personalize</li> <li>-Customers prefer to have a more personalized experience. Build relationships with customers by taking the time to get to know them.</li> </ul>	<p>Base Layer:</p> <ul style="list-style-type: none"> <li>-Learn How: Show Examples Layer</li> <li>-Back: Jump to Main Menu slide</li> <li>-Next: Jump to Personalize Scenario slide</li> </ul>	


	<p><b>Image:</b> Transparent image of two frames on a wall</p>	<p>-Learn How</p> <p>-Back</p> <p>-Next</p> <p>Examples Layer:</p> <p>-1. Use the customer's name and order details when speaking</p> <p>-2. Use the customer's personal information to make the experience more relevant (e.g., congratulate a customer on his or her birthday)</p>	<p>Examples Layer:</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Text box: Fade from right at 0s</li> </ol> <p><b>Animation Notes:</b></p> <ol style="list-style-type: none"> <li>1. Sequence text for #1 and #2 By Paragraph under Effect Options, so that each numbered text fades in after the other, rather than both at once</li> </ol>	
1.7 Personalize Scenario	<p>-slide-background.png</p> <p>-bearded-man.png</p> <p>-friendly-woman.png</p> <p>-Arrow illustration from Content Library 360</p> <p>-X icon from Content Library 360</p> <p>-Checkmark icon from Content Library 360</p>	<p>Base Layer:</p> <p>-Customer</p> <p>-Salesperson</p> <p>Dialogue text:</p> <p>-“Excuse, me. Can somebody help me? I called earlier and I was told that my order was ready to pick up.”</p> <p>Prompt text:</p> <p>-How should the salesperson respond? (click on the answer)</p>	<p>Base Layer:</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Man: Fade from left at 2s</li> <li>2. Woman: Fade from right at 1s</li> <li>3. Customer text and arrow illustration: Fade at 3.5s; Fade (out) at 6s</li> <li>4. Salesperson text and arrow illustration: Fade at 3.5s; Fade (out) at 6s</li> <li>5. Dialogue text: Fade at 6s</li> <li>6. Prompt text: Fade at 6s</li> <li>7. Rectangle shape 1 and Choice 1 text: Fade at 6s</li> </ol>	

	<p><b>Images:</b> Images of a bearded man and a friendly woman with arms crossed</p>	<p>Choice 1 text: -Hold on. Let me see what this customer wants, and then I'll see who to help first.</p> <p>Choice 2 text: -Welcome back, John. You ordered the new iPhone, right? Please have a seat while I go grab it.</p> <p>Incorrect Layer: -Incorrect</p> <p>Feedback text: -That's not the best choice. Be sure to use the customer's name and order details for a more personalized experience.</p> <p>-Back -Main Menu</p> <p>Correct Layer: -Correct</p> <p>Feedback text:</p>	<p>8. Rectangle shape 2 and Choice 2 text: Fade at 6s</p> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol> <p><b>Trigger Notes:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape 1: Show Incorrect Layer when clicked</li> <li>2. Choice 1 text: Show Incorrect Layer when clicked</li> <li>3. Rectangle shape 2: Show Correct Layer when clicked</li> <li>4. Choice 2 text: Show Correct Layer when clicked</li> </ol> <p>Incorrect Layer: -Back: Jump to Personalize slide -Main Menu: Jump to Main Menu slide</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape: Fade at 0s</li> <li>2. X icon: Fade at 0s</li> </ol>	 
--	--	--	--	---




		<p>-Use the customer's name and order details for a more personalized experience.</p> <p>-Back -Main Menu</p>	<ol style="list-style-type: none"> <li>3. "Incorrect" text: Fade at 0s</li> <li>4. Feedback text: Fade at 0s</li> <li>5. Back button: Fade from bottom at 1s</li> <li>6. Main Menu button: Fade from bottom at 2s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol> <p>Correct Layer:</p> <p>-Back: Jump to Personalize slide -Main Menu: Jump to Main Menu slide</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape: Fade at 0s</li> <li>2. Checkmark icon: Fade at 0s</li> <li>3. "Correct" text: Fade at 0s</li> <li>4. Feedback text: Fade at 0s</li> <li>5. Back button: Fade from bottom at 1s</li> <li>6. Main Menu button: Fade from bottom at 2s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> </ol>	
--	--	---	---	--

			2. Fill: Solid Fill 3. Transparency: 80%	
1.8 Encourage Feedback	-banner-architecture-horizontal-up-wall-transparent.png  <b>Image:</b> Transparent image of two frames on a wall	Base Layer: -Encourage Feedback  -To maintain high levels of customer satisfaction, ask your customers for feedback continuously at multiple points of their customer journey to get an overall view of their experience.  -Learn How  -Back -Next  Examples Layer: -1. Make it easier for customers to provide feedback by providing an appropriate platform for feedback, such as a contact form or email address -2. Use surveys to check how customers feel about their customer experience	Base Layer: -Learn How: Show Examples Layer -Back: Jump to Main Menu slide -Next: Jump to Personalize Scenario slide  Examples Layer: <b>Animations:</b> <ol style="list-style-type: none"> <li>Text box: Fade from right at 0s</li> </ol> <b>Animation Notes:</b> <ol style="list-style-type: none"> <li>Sequence text for #1 and #2 By Paragraph under Effect Options, so that each numbered text fades in after the other, rather than both at once</li> </ol>	

<p>1.9 Feedback Scenario</p>	<p>-call-center.png</p> <p>-Arrow illustration from Content Library 360</p> <p>-X icon from Content Library 360</p> <p>-Checkmark icon from Content Library 360</p> <p><b>Image:</b> Image of a woman at a call center on the phone with a customer</p>	<p>Base Layer:</p> <p>-Customer</p> <p>-Customer Service Representative</p> <p>Dialogue text: -“Thank you for helping me out. You were very helpful. I really appreciate it.”</p> <p>Prompt text: -What is the best way for the customer service representative to respond? (click on the answer)</p> <p>Choice 1 text: - Glad to hear it. If you’d like, feel free to share that feedback on our survey at the end of this call.</p> <p>Choice 2 text: - Thank you. We look forward to helping you again in the future. Have a great day.</p> <p>Incorrect Layer: -Incorrect</p>	<p>Base Layer:</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Call center image: Fade from left at 1s</li> <li>2. Customer text and arrow illustration: Fade at 2.5s; Fade (out) at 5s</li> <li>3. Customer Service Representative text and arrow illustration: Fade at 2.5s; Fade (out) at 5s</li> <li>4. Dialogue text: Fade at 5s</li> <li>5. Prompt text: Fade at 7s</li> <li>6. Rectangle shape 1 and Choice 1 text: Fade at 7s</li> <li>7. Rectangle shape 2 and Choice 2 text: Fade at 7s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol> <p><b>Trigger Notes:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape 1: Show Correct Layer when clicked</li> <li>2. Choice 1 text: Show Correct Layer when clicked</li> </ol>	
--------------------------------------	---	---	--	--

		<p>Feedback text: -That's not the best choice. Be sure to ask your customers for feedback to maintain customer satisfaction.</p> <p>-Back -Main Menu</p> <p>Correct Layer: -Correct</p> <p>Feedback text: - To maintain high levels of customer satisfaction, ask your customers for feedback.</p> <p>-Back -Main Menu</p>	<p>3. Rectangle shape 2: Show Incorrect Layer when clicked</p> <p>4. Choice 2 text: Show Incorrect Layer when clicked</p> <p>Incorrect Layer: -Back: Jump to Encourage Feedback slide -Main Menu: Jump to Main Menu slide</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Rectangle shape: Fade at 0s</li> <li>2. X icon: Fade at 0s</li> <li>3. "Incorrect" text: Fade at 0s</li> <li>4. Feedback text: Fade at 0s</li> <li>5. Back button: Fade from bottom at 1s</li> <li>6. Main Menu button: Fade from bottom at 2s</li> </ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"> <li>1. Color: #000000</li> <li>2. Fill: Solid Fill</li> <li>3. Transparency: 80%</li> </ol>	
--	--	--	---	--

			<p>Correct Layer:</p> <ul style="list-style-type: none"><li>-Back: Jump to Encourage Feedback slide</li><li>-Main Menu: Jump to Main Menu slide</li></ul> <p><b>Animations:</b></p> <ol style="list-style-type: none"><li>1. Rectangle shape: Fade at 0s</li><li>2. Checkmark icon: Fade at 0s</li><li>3. "Correct" text: Fade at 0s</li><li>4. Feedback text: Fade at 0s</li><li>5. Back button: Fade from bottom at 1s</li><li>6. Main Menu button: Fade from bottom at 2s</li></ol> <p><b>Rectangle Shape Notes:</b></p> <ol style="list-style-type: none"><li>1. Color: #000000</li><li>2. Fill: Solid Fill</li><li>3. Transparency: 80%</li></ol>	
--	--	--	--	--

<p>1.10 Finish</p>	<p>-slide-background.png -crossed-armed-man.png -woman.png</p> <p><b>Images:</b> Images of a man with arms crossed and a woman with out-stretched arms</p>	<p>-Caption text (man): Thank you! Those are some great ideas!</p> <p>-Caption text (woman): You're welcome. I'm glad I was able to help out.</p> <p>-Exit</p>	<p>-Exit: Exit course</p> <p><b>Animations:</b></p> <ol style="list-style-type: none"> <li>1. Exit button: Fade from bottom at 1s</li> </ol>	
------------------------	--	--	--	---