

CALL CENTER STORYBOARD

Storyboard: Clarifying Customers' Concerns Date 2/16/16		Course Writer Sarah Roggio SME Call Center Trainer
Screen Title: Calming Customers	Screen Number: 040	
Screen Type: Video Media Interaction	Time: 5:00	
On-Screen Text: Title: Calming Customers	Graphics/Video: Base Graphic: <u>Illustration of call center</u> . These will be static characters. They should be a mix of men and women, different ages, ethnic agnostic.  © Can Stock Photo - 104080079 Characters 1, 2, and 3 should have a hothead icon above their heads:  Each icon will link to a lightbox that houses each video: Character 1 will link to Video #1: <i>Difficult Customer</i> <ul style="list-style-type: none">This is a training video from the client. Run time of video is 1:30. Video location: Training>Videos>Difficult Character 2 will link to Video #2: <i>Ranting Customer</i>	
Voiceover: Customers are sometimes so upset that you must first calm them before you can clarify their concerns. Click the hothead icons to learn how to handle a difficult, ranting, or swearing customer.		

Mission:

Call Center
Customer Service
Training

Tone:

Lighthearted and conversational to calm learners and motivate them to learn strategies.

Action Plan

Objective:

Develop effective strategies to change hotheaded callers to happy callers.