

CALL CENTER STORYBOARD

Storyboard: Clarifying Customers' Concerns
Date: 2/16/16

Screen Title: Calming Customers	Screen Number: 040
Screen Type: Video Media Interaction	Time: 5:00
On-Screen Text:	Graphics/Video:
Title: Calming Customers	<p><u>Base Graphic:</u> Illustration of call center. These will be static characters. They should be a mix of men and women, different ages, ethnic agnostic.</p>  <p>© Can Stock Photo - hennemans</p> <p>Characters 1, 2, and 3 should have a hothead icon above their heads:</p>  <p>Each icon will link to a lightbox that houses each video:</p> <p>Character 1 will link to Video #1: Difficult Customer</p> <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 <p>Character 2 will link to Video #2: Ranting Customer</p>
Voiceover: <p>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.</p>	

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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.