

Sara Moore

Amazon Customer Service ID Assessment:



[HTTPS://RISE.ARTICULATE.COM/SHARE/QCABSQ3YASG7T57LDQ8F2AQESWOF9SOP](https://rise.articulate.com/share/QCABSQ3YASG7T57LDQ8F2AQESWOF9SOP)




(I USUALLY REMOVE THE AUTHOR NAME BUT IT REMAINED TO PROVE THE WORK WAS MINE)

Analysis and Design

- Objectives are written in Mager's 3 parts (performance, condition and criteria).
- The content and assessments in this course flow to build upon the hierarchy constructed by Bloom's taxonomy (create, evaluate, analyze, apply, understand and remember). Essentially skills are introduced in a simple manner and learning is bridged into more complex ideas, then application.
- The course content was also curated and created to appeal to the 4 Principals of Andragogy by Knowles (Involved learning, problem-based, relevant, solves real problems).
- The course used the existing objective, "Identify the reasons that customers get angry." as a guide to create those featured in the storyboard.
- The content was researched and curated by myself.
- To measure performance I would run the content through a Learning Record Store for detailed xAPI user data.
- The Amazon orange color (#FF9900) was used to incorporate brand.
- A blend of illustrations and images was intentionally used to show the ability to use both in harmony if necessary.

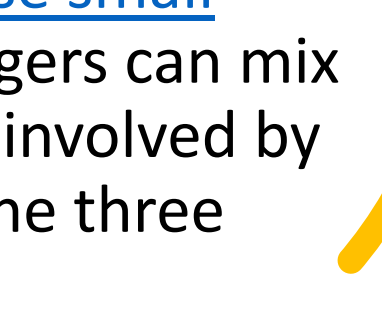
Discovery: Questions for stakeholders/project requestor

- To clarify: Is the training for Amazon customer support representatives?
 - If not, who is the audience?
 - What is the level of understanding customer support has surrounding this topic?
 - What are frequent pain points associated with job performance you wish to remediate?
 - Do you have archived customer service communications to share as examples (the identity of the customer will be masked). These can provide great context to the learning module.
 - What is the Baseline for the data associated with that performance?
 - What is your desired goal for this training? What business problem will it solve or improve?
 - Is this training meant to remediate, retrain a changed process or introduce a new information?
 - What data sets will measure can success of this training?
 - How and when will that data be shared with the learning team?
 - Target date for launch?
 - Budget?
Stakeholders roles in project?
 - Can you provide the brand guides or styles? (I took the liberty of seeking the Amazon Hex colors online but understand we may have a defined, existing style guide).
 - Who are key contributors or SMEs?
 - What voice and tone should the project convey?
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Discovery Continued

Management Plays a Key Role in Training Success

When managers show support for training the success rate increases by 23% (Broad & Newstrom, 2019). I use Laura van den Ouden's formula for management engagement. It includes 3 stages of interaction, covering the time periods before, during and after training. With Ouden's menu of engagement every manager can find a level of involvement that suits their personal preference and time. If you're seeking improved results on the tail end of training [these small suggestions](#) can get you there. Managers can mix and match the way they prefer to be involved by choosing one method from each of the three columns.



eLearning Tools



Articulate Rise – used because it's a quick turnaround platform with many interaction libraries



Articulate Storyline – used to show triggers and gamification



Vyond - used because it is a high impact way to hook the learner at the beginning of a learning interaction and it comes with a variety of sound and image libraries



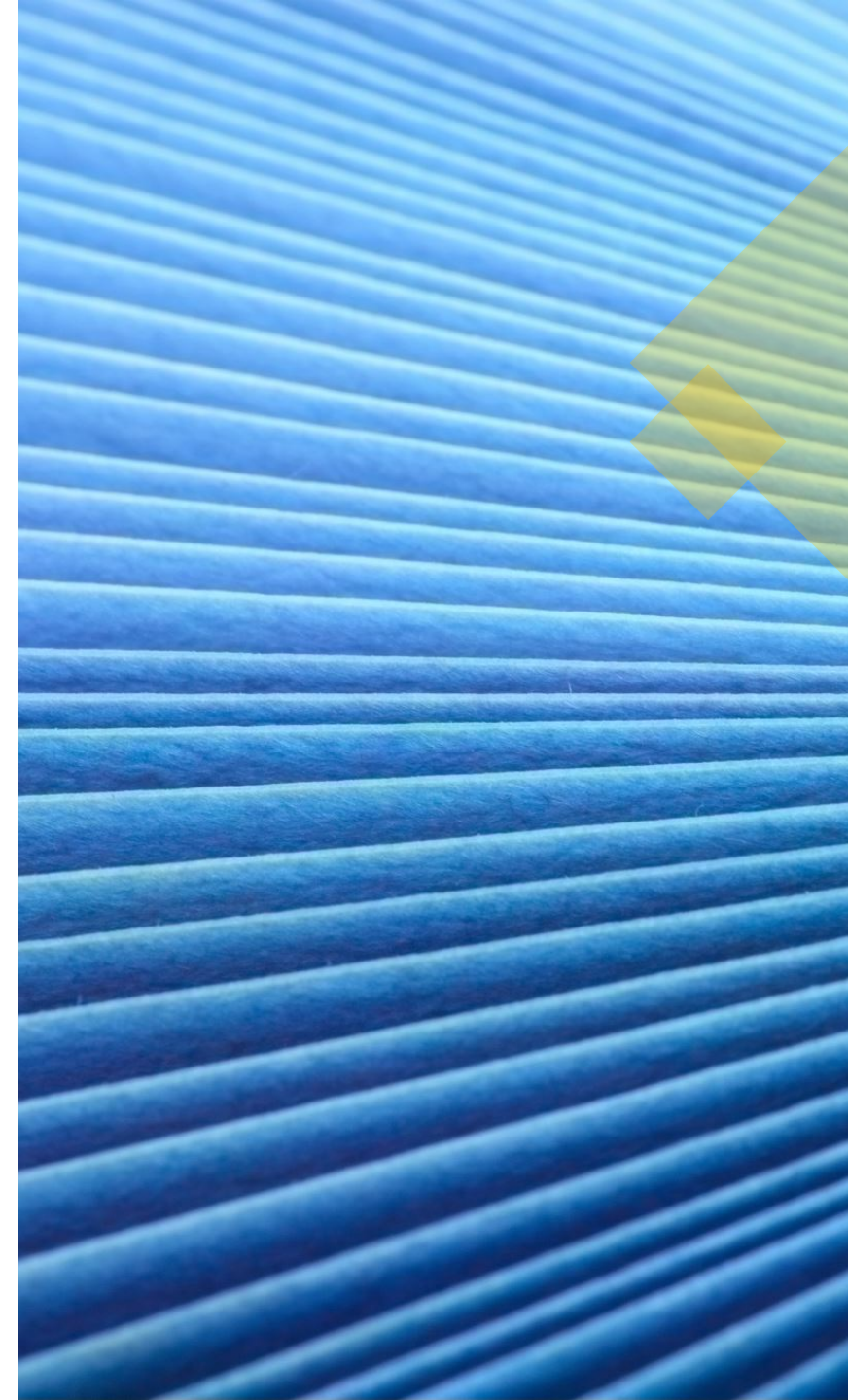
Garage Band – wanted to mix audio at a higher quality than possible in Storyline or Rise

Storyboard Logic and Storyboards

Storyboard form and function

Mapping all written content was a challenging opportunity for me, since I usually create visual storyboards. The approach clearly linked objectives to content, ensuring only essential content was presented.

The storyboards are featured on the next slide.



Learning objective 1

Write an email response to a difficult customer after identifying secondary emotion. Use empathy to make the customer feel understood.

Learning objective 1 Steps

Learn what the root cause of emotions, reflective statements and mirrored phrases are.

Learning objective 1 Interations and Activities

Analyze a customer communication image and construct an email response. Check your attempt in a drop-down accordion.

Learning objective 2

Identify one root cause of emotion and one secondary emotion in a customer call center recording.

Learning objective 2 Steps

Listen carefully and identify root cause of emotions and secondary emotions.

Learning objective 2 Interations and Activities

Listen to audio call to identify root cause and secondary emotions. In a multi-pick multiple choice formative assessment.

Learning objective 3

Identify the correct empathetic response to one chat message

Learning objective 3 Steps

Identify customer emotional states and use that knowledge to respond with empathy.

Learning objective 3 Interations and Activities

Analyze chat communication graphic to identify customer emotion and identify in a multiple-choice formative assessment.

Learning objective 4

Prove course knowledge by successfully completing 5 customer scenarios. Correctly answer 8/10 questions on customer support content.

Learning objective 4 Steps

Utilize, combine and apply content from Learning Objectives 1-3.

Learning objective 4 Interations and Activities

Intro Vyond video sets the stage. Summative review game in Storyline via critical thinking skills. Final summative assessment quiz containing 10 questions.

A large white circle is centered on a dark gray background. The circle is thick and its edges are slightly blurred, creating a soft glow effect. The text "Thanks for Exploring the Process!" is centered within the circle in a bright yellow color.

Thanks for Exploring the Process!