Introduction to Company 'X': The Story of Our Brand
Design Document

Business Purpose	• Provide an overview of services offered by Company X to bring insight to the company's operations and manage client expectations
Target Audience	• Clients who have agreed to use the services of Company X
Training Time	• 30 minutes
Training Recommendation	• 1 e-Learning course • The training will use a variety of formats for learner interaction including text, images, and the ability to interact with objects during the course • Knowledge checks will take place throughout the training. The knowledge checks will use a variety of interactions (multiple choice questions, drag and drop, etc.)

Deliverables	• 1 e-Learning course
	  o Developed in Articulate Storyline
	  o Voice-over narration
	  o Approximately 15 slides of content
	• Job aid

Learning Objectives	• Recognize our company's core value proposition • Identify products and services provided by X • Recall the corporate structure of company X

Training Outline	• **Introduction**
	  • Welcome and overview of course objectives
	• **Business Strategies**
	  • Operate according to brand standards
	  • Delight customers
	  • Make more money
	    • Layer 1: Mention the importance of traffic, operational excellence, return and refer, and financial results
	• **Solutions to Brand Promise**
	  • Location-level data:
	    • Mystery shopping, contact center, customer experience surveys, and social media
	  • Technology:

- - Integrate data onto a single platform to enable decisions and actions
  - Analytics:
    - Model data and behaviors that impact loyalty and financial KPI's
  - Strategic Advisory Services:
    - Ensure programs align with strategic goals
- **Operational Excellence**
  - Consistency is key
  - Brand standards
  - Results of inconsistencies
- **Mystery Shopping**
  - Our shoppers:
    - 1000's of mystery shoppers in North/South America and Europe
    - 400,000 independent contractors throughout the globe
    - 100,000 shops are completed per month
  - Questionnaire Design:
    - Design process considers your training documentation, competitive landscape, and other resources
    - R&D team deigns, programs, and test questionnaires
    - Shopper guidelines illustrate brand standards to ensure high quality data
    - Photos may be attached as documentation
  - Process for Fielding Shops:
    - Deliver data on time
    - Provide stats on completion and inquiry rates
    - Provide general information regarding shops
- **Knowledge Check**
- **Customer Surveys**
  - How We Collect Data:
    - URL, QR Code, SMS Text, IVR
  - Questionnaire Design:
    - Get to the point
    - Ask about key industry drivers
    - Ask for permission to ask more questions

- - Collect enough information to get real insights for modeling
  - Combine industry best-practice templates
- **Knowledge Check**
- **Contact Center**
  - Agent Quality:
    - Our multi-language live agents provide both inbound and outbound services:
    - Complaint handling and customer recovery
    - Outbound services
    - Social media monitoring
    - Web comment capture
  - Guest Recovery:
    - Step 1 – customers contact you via phone, web, or social media with questions, suggestions, praise or concerns
    - Step 2 – Specialist listen, respond, recover the guest, and use automated notifications to alert your team
    - Step 3 – Guest return and continue to spend with your brand
    - Step 4 – Online and email push reports, track trends, and provide location level insights
  - Alerts and Actions:
    - Handle customer complaints from every channel
    - Take negative social media comments offline and provide appropriate resolutions
    - Disposition of every case is transparent and accessible to all stakeholders
- **Knowledge Check**
- **Analytics and Insights**
  - Core Questions Answered:
    - What matters most? Analytics team helps you leverage data assets so you know where to focus
    - What are the opportunities? Sophisticated statistical and big data modeling techniques

	• What's the ROI of change? Versatile team of data scientists, statisticians, market research specialist, and strategists
	  • Industry KPI's:
	    • Provide information on the different predictive models
	• **Knowledge Checks**
	• **Summary**

Evaluation Plan	• Four knowledge check questions will be included in the course • Each knowledge check will take place after the learner gains knowledge about each measurement channel • Quiz questions will be created later in the process