



## Project Design Brief

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Client: Purrfectionary

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### Problem Statement

The desired state is one in which the front-line representative feels confident engaging the customer along their journey from the entry to exit. Currently, representative training is inconsistent among locations, which is shown through low sales conversions recently. "After one negative experience, 51% of customers will never do business with that company again." (newvoicemedia) If there is not a correction made to the customer journey through changing our representative's ability to engage with our customers.

Purrfectionary would lose current customers, which are much easier to keep than it is to acquire new customers. The subject matter area of this training is focusing on the journey created by the f.l.s.r.'s that are crucial to the sustainability of Purrfectionary—relying on the knowledge of external SME's Grewal, Krishnan, Lindsey, Ngo, and Nguyen to help our internal SME's to put in place a comprehensive solution. The research will consist of primarily surveying the Purrfectionary staff and customers to see where the service is versus the gaps perceived by customers. Secondary research would be to research trends from competitors to analyze their customer journey. With all of this data, we can assess the clashes and then create training focused on those particular areas to strengthen the training for the customer journey.

Grewal, D., Krishnan, R., & Lindsey-Mullikin, J. (2008). Building Store Loyalty Through Service Strategies. *Journal of Relationship Marketing*, 7(4), 341–358. <https://doi-org.oclc.fullsail.edu/10.1080/15332660802508406>

Minh, & Nguyen Huan Huu. (2016). The Relationship between Service Quality, Customer Satisfaction, and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. *Journal of Competitiveness*, 8(2), 103–116. <https://doi-org.oclc.fullsail.edu/10.7441/joc.2016.02.08>

vn, (2020), helpscout.com via New Voice Media, Retrieved from <https://www.helpscout.com/75-customer-service-facts-quotes-statistics/#:~:text=U.S.%20companies%20lose%20more%20than,due%20to%20poor%20customer%20service.&text=Americans%20tell%20an%20average%20of,tell%20about%20a%20good%20experience.&text=74%25%20of%20people%20are%20likely,the%20purchasing%20process%20too%20difficult>

### Learning Outcomes

- The first and most important outcome is applying what they learn in training into every engagement the representative has with a customer.
- The second is to analyze customer engagement situations and adapt their application to each unique customer's needs.
- Lastly is to be able to self-evaluate their engagements to learn from their mistakes and triumphs.

Marron, Heather, (2020) Full Sail Live Presentation, Retrieved from [https://fullsail.zoom.us/rec/play/6Jwsd-mhpzs3G9eRuASDUPV-W47sf\\_mshyJM86UKyEq1V3BWNAGmZbERZYIEDgOtNyvxcNoMsKMmbdY?continueMode=true&x\\_zm\\_rtaid=o3uBYIFaSe2JIHg4n-69A.1598133821722.b2a9749585dd4bcb59294a3bdb27fff9&x\\_zm\\_rhtaid=889](https://fullsail.zoom.us/rec/play/6Jwsd-mhpzs3G9eRuASDUPV-W47sf_mshyJM86UKyEq1V3BWNAGmZbERZYIEDgOtNyvxcNoMsKMmbdY?continueMode=true&x_zm_rtaid=o3uBYIFaSe2JIHg4n-69A.1598133821722.b2a9749585dd4bcb59294a3bdb27fff9&x_zm_rhtaid=889)

### Proposed Media Assets and Delivery Method

The media assets that will be employed are a data visualization of customer service statistics in the form of an infographic that will be in every Purrfectionary breakroom. This graphic will illustrate why excellent customer service is crucial to a customer choosing to shop at Purrfectionary. The second will be a pre-training e-learning module delivered virtually that discusses the Purrfectionary customer journey with our mascot Purry who will break down the importance of each part of the journey. Lastly, each store will receive a week of instruction from the training team on the customer journey. This live training will consist of short in-class refresher presentations about each part of the journey, small group mock interactions, and tag-along training with real customers to get real-time feedback on how to engage the customer from entry to exit.

### Learner Assessments

The first assessment would be completing the e-learning module quiz, which would prepare them for the base knowledge needed to participate further in the live training. The live training would also assess their retention of the knowledge learned from the e-module with an initial quiz. The mock interactions would test their behavioral application of the knowledge before sending them out to assess their ability to interact with real customers. The summative assessment would be the last tag along where the trainer observes their interaction for that shift and makes a final assessment of their training.

### Prototype Production Workflow

Item	Draft	Review	Final
Infographic	Aug 19	Aug 25	Sep 02
E-Learning Module	Aug 21	Aug 28	Sep 04
Module Assets	Aug 21	Aug 28	Sep 04
Sketches	Aug 03	Aug 05	Aug 12

### Evaluation

The training success measures comprise the following parts. The learners will take a training evaluation of the training and their trainers to gauge their reactions. Then the final assessment will be logged as a qualitative survey of not just what they learned in the e-learning module, journey quizzes, but also their

final sales floor practical. These elements will comprise of both what they know and how their behaviors have changed due to the training. Lastly, the sales goal achievements and customer satisfaction feedback for each store will be assessed on quarterly bases starting three months from the end of training to see if the training was effective in changing the engagement behaviors long-term. The measurement will for sales goal achievements will be measured by the percentage of which they meet or exceed them after the training. Customer satisfaction feedback will be measured with a customer feedback survey that grades the stores customer experience rating the seven areas of the customer journey from one to five stars five being the highest. The ultimate return on investment is twofold. Purrfectionary customer satisfaction feedback store average score is at a minimum of four stars in all seven categories which will be calculated on a monthly, quarterly, and yearly bases. Customer loyalty will grow thus leading to an increase in new and repeat sales conversions which will be measured with sales metrics for customers who enter versus customers who make a sales conversion which will also be measured on the same frequency as customer satisfaction.