

Dealing with a Difficult Customer

L2C2 Design Document

Instructional Designer – Tad Dunn (dunnnta)

Overview

- Amazon's Tukwila WA CS site is reporting an increase of 106.67% YOY in customer escalations over the last 3 business quarters
- According to local Human Resources and site managers, this uptick is a result of new EES not having training when it comes to customer service, specifically dealing with difficult customer situations
- Using industry standard survey evaluations related to key skills needed for effective customer service and dealing with difficult customers, it was discovered that over 80% of Tukwila's CS Agents' skill level is 0-1 based on a 5-point scale



L2C2 Training Proposal

- Create a new eLearning training module based on customer service skills to incorporate into existing new hire Embark plans
- Training will be deployed to all existing CS Agents at time of launch & annually as a refresh
- Training will contain learning objectives, situational awareness, multimedia examples, reinforcement questions, and final assessment for enforcement of learning objectives
- Success will be measured by evaluating CS Agents post training completion (immediate and 30 days) as well as by measuring reduction in escalations post training launch

Project Overview and Stakeholders

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|-------------------------------|---|
| Course Name | Customer Excellence - Dealing with Difficult Customers |
| Design Document Creation Date | 3/22/2023 |
| Client/Customer | Kristan Stewart (kristrs) - Sr. Operations Manager, Tukwila WA |
| Instuctional Designer | Tad Dunn (dunnta) |
| Target Completion Date | 5/1/2023 |
| Target Deploy Date | 5/15/2023 |
| What is Driving the Dates? | Customer Excellence Focus Week is 5/15/23 - 5/19/23 and site management has approval for time off floor for agents to complete training and attend workshops. |

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