

Program / Delivery Mode	Program/project Learning Objectives	Project / Module	Segment	Lesson Objectives	General Curriculum/Content	Special Notes	
New Hire Training Section I: Foundations	Learners will apply EIG's White Glove Model to every call, as demonstrated through Mock OJT eLearnings.	Who is our customer?	What does it mean?	Learners will explain the demographics of the priority market segment of EIG customers.	-Describe EIGs customer base. -Identify EIGs goal in marketing to this customer base.	Overview of customer base with examples of small businesses hosted here. Can use detail from the pop-up shops	
				Learners will explain why knowing your customer base and their goals is important to serving them.	-Associate how the customers goals align EIGs goals -Describe how identifying customer goals benefits not only EIG but yours as well (learner)	WIIFM	
			Small business experience	Learners will identify the characteristics of a typical EIG customer.	-Restate the message that EIG supports, one stop shop for businesses. -Explain how this will allow our customer's to purchase all business needed products from an EIG brand.	Small business experience	
				Learners will describe the process a small business owner goes through in developing a business.	-Identify the key steps that are intergral parts of a developing small business. -Describe the process a small business owner goes through in developing a business.	Starting the customer journey, this will be reinforced throughout.	
		White Glove Model - Overarching customer experience model	Call preparation	Learners will resolve the call in systems using company best practices for notes and updates.	-Review best EIG practices -Identify and locate available resources for company best practices -Demonstrate how to resolve a call using best practices -Writing for business	Move to "Opening" Writing for business will include note taking and creating emails (see Don's email training for T2).	
				Opening	Learners will open a call with a proper introduction.	-State a proper introduction. -Explain why a proper introduction is important to starting a conversation with a customer. -Overview of "scripted response" that can be customized to have a more personalized interaction. -Practice opening calls	
					Learners will use empathy from the beginning of the call through to the end of the call.	-Define what empathy is and how it translates to a white glove customer service interaction. -Differentiate empathy and sympathy and when each should be used in a customer interaction -Demonstrate the ability to construct an empathy statement that focuses on the overall customer goal.	Using empathy based on customer goals
				Discovery	Learners will accurately analyze a customer's reason for call.	-Explain the difference in open ended and close ended questions -Demonstrate the ability to identify the root cause of an issue using the best type of question (open or closed)	Focus on the root cause of the issue, not just what the customer states.
Learners will develop small talk questions to ask customers to find out their overall goals and interests.	-Restate the reason for a call while focusing on the goal the customer is trying to acheive -Compose several small talk questions that can be used during calls -Practice using small talk to identify goals and interists						