

Instructional Design Outline

Introduction to Product Led Growth

Note to Reviewers

This outline briefly summarizes the content and interactions that will be included in the eLearning course.

Action needed!

Use the review feature to add comments about any content that needs to be added, removed, or revised to ensure ambassadors understand what Product Led Growth is and how to embody this model and mindset to remove blockers and add value for customers and Microsoft by gathering, documenting, and sharing insights.

Keep in mind the eLearning course will include:

- * Detailed explanations, definitions, and descriptions of the content outlined in this document.
- * Images, interactions, videos, etc. to engage learners and break the content into small easy to-understand pieces.
- * Simulations and scenarios to reflect and apply learning to situations ambassadors might encounter in their daily workflow.

Next steps: Your feedback will be incorporated in the eLearning course, then a link will be shared with you to view the course and leave feedback.

Final steps: Your feedback is incorporated in the course, the course is finalized, and then published in the Learning Management System for ambassadors and others to access.

Questions? If you have any questions about reviewing this document or the process, please don't hesitate to reach out to the Instructional Designer, Carmen Stone by email or Teams at [email address].

Module #1	Product Led Growth Introduction
Content	Content Description
Module 1 Description	The Introduction to Product Led Growth (PLG) course introduces the PLG model and mindset and allows ambassadors to practice using the PLG model. Throughout the course, learners practice using the consultative model to enable a PLG mindset while providing exemplary customer service. Ambassadors also practice adding value by knowing how to remove blockers, offer guidance and lead value conversations on how to use Microsoft products and services, which improves customers' businesses and lives and decreases Time-to-Value. Module 1 Duration: 45 minutes
Learning Objectives	By the end of this module the learner will be able to: 1. Define components of the PLG model. 2. Describe skills used in the consultative model. 3. Explain how to use the consultative model to exhibit a PLG mindset to provide exemplary customer service that removes blockers and adds value. 4. Practice simulated scenarios using the consultative model and PLG mindset to recognize blockers, engage in a growth conversation, and identify insights that enrich the product and decrease Time-to-Value.
Resources	Job Aids will be linked here for ambassadors to download and reference throughout the course.

Lesson 1 Product Led Growth Model	PLG Model is defined: • Usage: Customers can't imagine life without the product or service. • Value Realization: Customers quickly see the value of the product or service and how it improves their business and life. • Product Improvement Insights: Customer feedback is used to improve the product or service, increase usage, add value for the customer and drive revenue for Microsoft.
PLG Video	Video explains the PLG model and provides an overview of consultative skills used to provide exemplary customer service, remove blockers and add value.
Adding Value	Explanation of how value is added to move beyond the break-fix mindset. Includes examples of questions and statements ambassadors can use. • Intentionally: gets customers to the "Aha! Moment" to clearly and quickly understand how product/service improves their business and life. • Intelligently: use tools to solve the customer's pain point, remove blockers, and add value by making recommendations of features, products, and services that can be used. • Relevantly: provide personalized customer service related to the customer's issue/pain point and personal needs and goals they hope to achieve.
Gather and Record Insights	Explanation of how ambassadors use Assist 365 and case management tools to gather and record insights to share data and information with engineers and the product team to improve products and services and create new features, products, and services customers want and need.
Video	Video reviews steps ambassadors complete when working with customers. These steps include: Accept case, scope and research, have a value conversation, path to resolution, and document case.
Knowledge Check	* Ambassadors select correct choice (correct choice is bolded). Select the best ways to add value for customers. A. Intentionally by asking customers how products and services make their business and life better. B. Intelligently by removing blockers and recommending benefits of using additional features, products or services. C. Immediately by scoping the issue and researching a solution. D. Relevantly by personalizing customer service to the customer's business and personal goals and sharing feedback with Microsoft.
Lesson 1 Key Takeaway	Product Led Growth is not a break-fix mentality and is not sales. You use your technical knowledge and consultative skills to help the customer get the most value out of the products and services Microsoft offers that they are already paying for and show the customer how value is added. PLG provides personalized product experiences that help customers become better versions of themselves. The PLG mindset helps you understand what customers are trying to achieve with the product or service and adapts the experience to the customer's needs and goals they are trying to achieve, effectively allowing the product or service to serve as support, customer service, sales, and marketing.
Lesson 2 Consultative Mindset	Explanation of what consulting is and overview of how ambassadors use consultative skills, combined with expert technical knowledge, to have an effective PLG conversation with customers.

Consultative Skills	Each of the consultative skills are defined and explained. * See below for a brief summary. • Communication: Define: Communication is sharing of information between two or more people to reach a common understanding. It's how you convey information and how clear and concise your message is when interacting with your customers through email, chat, or calls. Explain: Use the "7 C's of Communication": clear, concise, concrete, correct, coherent, complete, courteous. • Positive Positioning: Define: The ability to deliver a message using positive language that reframes the problem to provide the customer with a path to resolution. Explain: ways to build rapport and when to use with customers. • Building Trust: Define: Establishing yourself as an expert in Microsoft products and services that helps the customer improve their efficiency and productivity. Explain: strategies to build trust: customize service, appreciate customer's investments, show ownership, be timely, advocate for the customer. • Active Listening: Define: Process of listening to what the customer is saying as you discuss their issue, which helps build rapport and inform product and service recommendations you can make to add value to their business and life. Explain: how to actively listen: avoid distractions, focus on speaker, don't interrupt, use door openers-phrases to show you are interested, take notes. • Asking Questions: Define: Asking probing questions about a customer's issue or pain point allows you to identify needs Microsoft products and services can solve. Explain: bridge into questions by making statements; ask open ended questions that include empathy statements.
Knowledge Check	Ambassadors are presented with scenarios that are one-two sentences and will sort into categories to determine the best time to have the value conversation with the customer. Categories include: beginning, middle and end of the customer interaction.
Video	Ambassadors view a video of a mock call to identify the consultative skills used by the ambassador in the interaction with the customer that remove blockers and add value.
Knowledge Check	Ambassadors match examples from the video to the correct consultative skill: active listening, positive positioning, asking questions, communication, building trust.
Lesson 2 Key Takeaway	Levering consultative skills as an ambassador will help you provide a value-guided experience both you and your customer will enjoy. While you will continue to solve basic technical problems for your customer allowing them to get back to work, the consultative relationship you build with your customer will empower you to help customers achieve success as they understand the power of the Microsoft products they are currently subscribing to, as well as any additional products and services that can help improve their lives and business.
Lesson 3 Customer Scenarios	Ambassadors complete two scenarios to help the customer resolve their pain point and add value by seeing the benefit of using products and services. Scenarios begin with a customer pain point and ask ambassadors to choose the correct response and are then given feedback. Ambassadors have unlimited attempts to complete scenarios.
Lesson 3 Key Takeaway	As an ambassador, your mission is to ensure customers are delighted with the support and personalized customer service experience you provide. You adhere to Microsoft's privacy, security, and compliance obligations throughout the delivery of support and customer services. Your hyper focus on customer's issues, pain points, needs, and goals they hope to achieve by using Microsoft products and services help customers quickly and clearly reach the "Aha! Moment" and decrease Time-to-Value.
Lesson 4 Knowledge Check	Ambassadors complete five questions and must miss no more than one question to move on to the next lesson. They have as many attempts as needed to get a passing score of 80%. * See questions below. Correct answer is bolded. Question 1: Select the three components of the PLG model. A. Usage

	B. Value Realization C. Product Improvement Insights D. Scoping and Researching Question 2: Select the best ways to add value for customers. A. Intentionally by asking customers how products and services make their business and life better. B. Intelligently by removing blockers and recommending benefits of using additional features, products or services. C. Immediately by scoping the issue and researching a solution. D. Relevantly by personalizing customer service to the customer's business and personal goals and sharing feedback with Microsoft. Question 3: Using tools to gather and document insights to share with Microsoft is just as important as resolving a customer's issue or pain point. A. True B. False Question 4: When is the best time to have a value conversation with customers? A. Beginning of interaction B. Middle of interaction C. End of interaction D. Early and often as possible Question 5: Match the consultative skill to the correct definition. *Ambassadors will drag and drop definitions to the correct consultative skill. Correct answers are listed below. Active Listening: Focusing on the customer and using door openers to get information about the issue and goals. Positive Positioning: Reframe the problem using positive language to resolve the issue and build rapport. Asking Questions: Bridging into questions, using empathy statements, and asking open ended questions to get clarification. Communication: Sharing information between 2 or people to reach a common understanding. Building Trust: Establishing yourself as an expert in Microsoft products and services.
Module 1 Summary	Throughout this course, you learned about the Product Led Growth model and the power of using consultative skills to help your customers leverage the full breadth of their Microsoft subscriptions to add value to their businesses or personal life. Using this knowledge and these skills in every customer interaction will make you a successful ambassador that provides an exemplary customer service experience. What's Next? Advance to the next module to complete the cumulative assessment.

Module #2	PLG Cumulative Assessment
Content	Content Description
Module 2 Description	This cumulative assessment contains questions that identify how well learners understood the content from this learning path: Product Led Growth Introduction Module 2 Duration: 15 minutes
Cumulative Assessment Directions	The cumulative assessment contains 15 questions to check what ambassadors learned from the Product Led Growth Introduction learning path (Module 1). Ambassadors must receive an 80% to pass, have three chances to take the assessment, can download and reference the job aid during the assessment, and can exit the assessment at any time to review module one.
Assessment Questions and Answers	* See questions below. Correct answer is bolded. Question 1: Select the three components of the PLG model. A. Usage B. Value Realization C. Product Improvement Insights D. Scoping and Researching Question 2: Select ways to add value for customers. A. Intentionally by asking customers how products and services make their business and life better. B. Intelligently by removing blockers and recommending benefits of using additional features, products or services. C. Immediately by scoping the issue and researching a solution. D. Relevantly by personalizing customer service to the customer's business and personal goals and sharing feedback with Microsoft. Question 3: Using tools to gather and document insights to share with Microsoft is just as important as resolving a customer's issue or pain point. A. True B. False Question 4: When is the best time to have a value conversation with customers? A. Beginning of interaction B. Middle of interaction C. End of interaction D. Early and often as possible Question 5: Match the consultative skill to the correct definition. *Ambassadors will drag and drop definitions to the correct consultative skill. Correct answers are listed below. Active Listening: Focusing on the customer and using door openers to get information about the issue and goals. Positive Positioning: Reframe the problem using positive language to resolve the issue and build rapport. Asking Questions: Bridging into questions, using empathy statements, and asking open ended questions to get clarification.

Communication: Sharing information between 2 or people to reach a common understanding.

Building Trust: Establishing yourself as an expert in Microsoft products and services.

Question 6: Product Led Growth is embodying a mindset that moves beyond the break-fix and helps customers see the value in using Microsoft products and services to improve their business and lives.

- A. False
- B. True**

Question 7: Which statement about Product Led Growth is always true?

- A. Customers do not know enough about Microsoft products and services to provide valuable insights.
- B. Resolving the customer's issue is the most important task for ambassadors.
- C. Customer service is personalized to meet each customer's needs and goals and feedback is gathered and shared with Microsoft to improve products and services.**
- D. Adding value for customers and Microsoft is not possible in some customer cases or interactions.

Question 8: Select the tools used to gather and document insights and data collected during customer interactions to share with Microsoft to improve products and services.

- A. Assist 365**
- B. OneNote
- C. Case Management tools**
- D. Wiki

Question 9: Assist 365 is a tool to help ambassadors see products and services customers are using and not using to help with issue resolution and guide the value conversation.

- A. True**
- B. False

Question 10: Select all the benefits of using case management tools to record customer interactions and feedback gathered.

- A. Helps ambassadors see steps taken on previous tickets to better assist customers.**
- B. Provides insights for Microsoft to improve products and services.**
- C. Helps ambassadors summarize interactions to pitch the survey.
- D. Summarizes issues to help ambassadors send follow up emails to customers to explain product features and services they can use to add value.**

Question 11: The Product Led Growth model includes all of the following components EXCEPT?

- A. Expert technical knowledge to resolve issues and remove blockers
- B. Consultative skills to guide the value conversation and make recommendations
- C. Gathering and recording insights to share with customers and Microsoft
- D. Pitching the customer survey to increase support case surveys completed (SSAT)**

Question 12: The Product Led Growth model helps customers achieve success as they understand the power of Microsoft products they are currently using and how using additional products, features or services can help improve their lives and business.

	A. True B. False Question 13: Reframing a problem using positive language to build rapport, provide a path to resolution and lead value conversations is an example of which consultative skill? A. Communication B. Positive Positioning C. Asking Questions D. Active Listening Question 14: Customizing customer service, following through to remove blockers, resolving issues, and having value conversations is an example of which consultative skill? A. Building Trust B. Asking Questions C. Active Listening D. Positive Positioning Question 15: Focusing on the customer, using door openers, asking open ended questions, and using empathy statements is an example of which two consultative skills? A. Building Trust B. Asking Questions C. Active Listening D. Positive Positioning
Module 2 Summary	Congratulations! You learned about the Product Led Growth mindset and five consultative skills and how these can help you personalize support for your customers and add value to improve their business and lives. You reviewed how to use Assist 365 and case management tools to gather and record insights and data collected during customer interactions to share with Microsoft to enrich products and services. You also practiced using the Product Led Growth mindset and consultative skills with two scenarios you might encounter in your daily customer interactions to help you apply your new knowledge to successfully resolve customer issues and move beyond the break fix mindset to remove blockers and add value. You also observed a value conversation in which an ambassador decreased customers' Time-to-Value by using consultative skills and expert technical knowledge to resolve issues and educate about how to use products and services, as well as identify and record insights to share with Microsoft to improve products and services and create new features customers want and need.

Reminder: Did you...

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