

Course Plan

Effective Customer Interaction

Course Title:	Course Length:	Course#:
Communication Skills	3 hours	XXX
Course Summary: The Effective Customer Interaction course introduces the five essential communication skills: communication, positive positioning, active listening, asking questions, building trust. This course also includes an introduction to professional writing. Using these skills is how ambassadors interact to achieve a great outcome, show customer love (SSAT) and provide an exemplary personalized support experience. This also helps ambassadors lead customers in product led growth (PLG) conversations and gather insights to share with Microsoft.		
Course Objectives: By the end of this course the learner will be able to: 1. Define each communication skill and elements of professional writing. 2. Recognize communication strategies to use during customer interactions to lead growth led conversations and build rapport to gather insights. 3. Recognize elements of professional writing to use in written communication. 4. Use professional writing strategies to communicate clearly and effectively with customers. 5. Use communication skills in simulated scenarios to resolve customer pain points, gather customer feedback, and share insights with Microsoft.		
Task Inventory/Listing: 1. Define five communication skills. 2. Define elements of professional writing. 3. Utilize communication skills to provide a delightful, personalized customer support experience. 4. Utilize professional writing elements when communicating with customers. 5. Complete simulated branching scenarios using communication skills to resolve customer pain points and gather customer feedback to share insights with Microsoft. 6. Complete a simulated branching scenario using professional writing elements to communicate clearly and effectively with customers.		
Target Audience: This learning path is targeted for: • All Amplify customer-facing team and support, leaders, etc. for all current and future partners that deliver services in support of Microsoft programs. • All Microsoft direct Product Group (PG) and Amplify team members that support the launch and deployment of all Microsoft programs.		
Note: Completion of this eLearning course is mandatory.		
Learner Pre-requisites: • Participants must have access to a computer, internet, and Microsoft's SuccessFactors Learning Management System (LMS) to access the eLearning course.		

- Completion of the Product Led Growth course.

Evaluation/Measurement Strategy:

Throughout the learning path, the learner's proficiency will be evaluated as follows:

1. Practice skills in an immersive eLearning environment, while receiving real-time feedback.
2. Demonstrate skills in an eLearning environment by performing specific tasks and navigating through scenarios.
3. Progress checks throughout each module in which the learner answers questions or completes tasks.
4. Knowledge checks at the end of each module in which the learner answers questions about key concepts and tasks. The learner must receive a minimum score of 80% to pass the assessment. The learner has unlimited attempts to pass knowledge checks.

Job Aids:

1. Job Aid – Communication Skills
2. Job Aid – Professional Writing

Other:

This learning path is designed and delivered by module rather than as a single course experience to allow flexibility in content delivery.

Note: This course contains six modules: one for each communication skill and one for professional writing. Each module is 30 minutes in duration, for a course total of 3 hours. Modules do not have to be taken in any particular order.

This learning path includes the use of SCORM compliant courseware and requires an LMS for delivery.

Course names:

Module 1 – Effective Customer Interaction: Communication
Module 2 - Effective Customer Interaction: Positive Positioning
Module 3 - Effective Customer Interaction: Active Listening
Module 4 - Effective Customer Interaction: Asking Questions
Module 5 - Effective Customer Interaction: Building Trust
Module 6 - Effective Customer Interaction: Professional Writing