

Dec 2024 E-learning Challenge

December 2024 eLearning Challenge: **Assisting Customers with Lost &** **Delayed Holiday Orders**

Share

The busy holiday shopping season is upon us! Consumer purchases for friends and family are heating up as retailers offer deals to drive sales. Given the trend away from brick-and-mortar retail thanks to the convenience of online shopping, more transactions every year are shipped rather than shopped for in-store. Nationally, online sales in November and December 2024 are expected to increase 8.4% from last year to \$240 billion in Q4 2024 (USA Today).

FedPak Logistics, a leading business-to-consumer (B2C) global package delivery company, is expecting a significant jump in deliveries during December. FedPak's commitment to fast, accurate delivery is put to the test during high-volume shopping seasons. Customers depend upon FedPak to deliver the gifts they carefully planned and purchased. When deliveries go sideways, FedPak must stand behind its promise to resolve problems and ensure gifts arrive safely at their intended destinations in time for the holidays.

The Challenge

In Q4 last year, FedPak's Customer Care Team was overwhelmed by complaints about lost, damaged, and delayed packages. The team received below-average satisfaction ratings from customers due to a variety of factors—wait time on calls, lack of clear resolution of complaints, and unprofessional responses to emotionally charged situations.

The Customer Care Team Manager has reached out to FedPak's Learning & Development Team for assistance reskilling his group in preparation for the crush of calls approaching in the final weeks of the year. In 2023, customers called the 1-800 number for assistance after logging in to view tracking status and struggling with the AI chatbot on FedPak's website.

FedPak's Customer Care Team uses CRM (customer relationship management) software to manage shipping data and track customer interactions. Team

members have already been provided guidelines for how to respond to customers, but they need help explaining package delays and de-escalating situations when a customer becomes upset.

After completing your course, learners will be able to complete one or more of the following objectives:

- Open and close a customer call in a friendly, consultative manner.
- Identify a likely root cause of a caller's issue with a shipment based on questions asked of the caller paired with analysis of CRM data.
- Ask the customer open- and closed-ended questions about their ordering process and details received on their end as a key part of the problem-solving process.
- Leverage the CRM to provide the caller with details about FedPak's handling of the item.
- Build empathy with the customer about the problem causing their frustration and assure them FedPak is committed to a solution.
- Demonstrate a calm and composed demeanor throughout challenging customer interactions.
- Decide when a lost or damaged order must be replaced, rush delivered, or credited back to the customer.

Requirements & Constraints

As you design and develop your course, keep the following requirements and constraints in mind:

Interactivity & Content Presentation: Ideally, your solution will include decision-based interactions or scenarios to reinforce the skills being taught. Here are some ideas for how you might present your content and make it interactive:

- Include the FedPak CRM mockup from the style guide in a scrolling panel (or another onscreen mockup) to replicate a team member's view of the CRM when they are assisting a customer. Swap details depending on the customer's case.
- Add pulsing markers or hotspots to the CRM mockup to assist the learner in analyzing evidence about the delayed or damaged package, creating an

interactive system simulation.

- Create scenario-based interactions with dialogue between the customer and team member on the call and pause at critical moments in the scenario to ask the learner what to do/ask next.
- Integrate a dial or slider as a way to “turn up the heat” on a customer interaction to practice de-escalating angry customers.
- Include a drag-and-drop to match the type of customer (angry, confused, demanding, etc.) with the right response from FedPak’s team member.
- Record or create VO with varying levels of intensity and emotion as a model for the FedPak employee to interpret. Use a dial or slider with a selection mechanism to rate the appropriate VO (not too angry, not too flat, etc.).
- Build a split screen interaction in your authoring tool or with a video creation platform to show reactions (nonverbals, dialogue, etc.) between customer and caller. Ask the learner to observe and select key moments where the team member could have improved their approach.
- Include a variable to track team members’ positive and negative customer interactions throughout the course (potentially integrated into your scenarios).
- Build a branching scenario where the learner must decide whether the team member replaces, rush delivers, or credits the customer. Provide feedback on decisions.

Authoring Tools: You are free to use any eLearning authoring tool you’d like; however, Articulate Storyline or Rise are recommended. If you’re new to Articulate Storyline, [check out this playlist of videos](#) to help you get started.

Visual Design: You are free to design the course in any way you’d like; however, it should demonstrate good visual design best practices with a cohesive and consistent use of font, colors, images, and graphics. If you’re new to visual design, [check out this playlist of videos](#) to help you get started.

Style Guide

To help in the design of your eLearning course, you can view and download the client style guide and brand assets below. You are free to use these to design a branded course template, or you can create your own design.

Reference Materials

As you design and develop your course, you can create your own content from scratch or source your content from the following references:

- [De-Escalation Techniques for Angry Customers](#)
- [7-Plus Techniques on How to De-Escalate Angry Customers](#)
- [The 3R De-Escalation Method](#)
- [How to Handle Angry Customer Calls in a Call Center](#)
- [8 Types of Difficult Customers & How to Deal with Them](#)

Submission Guidelines & Contest Rules

Once you're done building your course, you can submit it by commenting below and sharing a link to your finished project. If you're using Articulate Storyline or Rise, you can publish and [share a link from Articulate Review or on the web using Google Cloud](#). Along with a link to your published course, share a few words explaining your design decisions, challenges, inspiration, etc.

Because it's the holidays, for this month's design challenge, we'll be giving away a \$300 Amazon gift card to our top submission, along with two \$100 gift cards to our two runner-ups. To be eligible to win, your submission must be posted no later than Friday, December 27th, at 11:59 PM ET.

You can learn more about the [contest rules and criteria here](#).

If you'd like to get more eyes on your submission and encourage others to participate in the challenges, you might also consider...

- **Writing a Blog Post:** If you happen to have a blog or online portfolio, write a post about your submission and share it on social media. Make sure to link to it in the comments below for others to see!
- **Record a Video:** If you want to share how you went about designing your submission, record and share a screen recording video (via Loom, Camtasia, SnagIt, or YouTube) to showcase and explain your process. And, of course, don't forget to share a link to it in the comments below!
- **Share on Social Media:** If you're active on LinkedIn, Twitter, or another social media platform, create a post to share your submission. If possible,


make sure to link back to this page and tag The eLearning Designer's Academy on [LinkedIn](#) or [Twitter](#) in your post.

Give & Get Feedback

After you've shared your submission, make sure to review what others have submitted and provide constructive feedback. Remember, the monthly challenges (and this community as a whole) are meant to provide an inclusive and supportive environment. As you provide feedback, make sure to keep our **Code of Conduct** in mind.

As you work to develop your project, also consider sharing your work-in-progress for community feedback in our **[Get Feedback space here](#)**.

Challenge Recap, Submissions & Winner

Congrats to this month's eLearning challenge winner, **Zainab Fawzul**, for her winning submission: **Assisting Clients with our CRM!** 

Also, congrats to our two runner-ups:

- **Handling Lost & Delayed Orders** by Elisha Ullith
- **Assisting Customers with Lost & Delayed Orders** by Ignacio Cinalli

Check out all of the submissions for this month's eLearning challenge:

- **Processing Lost & Delayed Holiday Orders** by Angela Thomas
- **Supporting Customers with Lost & Delayed Orders** by Crystal Barone
- **FedPak CRM Management** by Blake Farrell
- **Assisting Lost & Delayed Orders** by Haadiya Basheer
- **Mission Customer Success** by Lizzie Holmes
- **FedPak Deescalate & Deliver** by Marj
- **FedPak Customer Care Guide** by Rachel Hedgepeth
- **FedPak Locating Lost or Delayed Orders** by Callum Hosking
- **Deescalating Conversations with Empathy** by Sarah Griffith
- **Welcome to the FedPak Customer Care Training** by Al Frank
- **FedPak Holiday Customer Care Training** by Jenny Park

- **Assisting Customers with Lost & Delayed Orders** by Nazanin Rafatmaneshfard
- **Mastering Difficult Customer Interactions** by Linson
- **Managing Emotionally-Charged Customer Situations** by Taylor Marker
- **High Volume Holidays** by Hannah Radcliffe