

Virtual Global – Audio Scripts

NOTE: This informal document was used to perform the text-to-speech and time Flash animations. It is essentially an expansion of the “speech” portion of the storyboards.

Screen 1

Welcome to Virtual Global! You’re about to experience learning in a fun new way in a virtual store environment! When you’re ready to begin, click *Next*.

Screen 2

So what’s in it for you? This game will benefit you because it speaks to the retail audience. It respects your time by taking lengthy process documents and turning them into interactive learning scenarios. It makes your responsibilities manageable, familiar, and easier on the job after you finish training. The game puts you in control of your learning and it lets you have some fun while you learn.

Screen 3

Before we get started, let’s take a few moments to talk about what you should expect as you experience Virtual Global. In the program, you will be given your own virtual store that will expose you to many of the events you will experience in your store. You’ll encounter and interact with customers, and learn about many of the tasks you’ll handle on the job.

The Virtual Store is divided into small modules of information and activities that relate to specific tasks you’ll perform in the store after training. Within those modules, you’ll be presented with information, policies, and expectations. You’ll also run into knowledge checks and practice opportunities along the way. And the best part is that you’ll be in charge of how you approach and learn the material.

To find out more about the two main components of the Virtual Global program, click on the images to the left.

Screen 4

The main part of this program is the virtual store – so let’s take a look at that. Here’s what the virtual store looks like. It’s a birds-eye view of a typical Global Office Solutions store. This is the store environment that you’ll be playing and working in as you learn what is expected of you as an associate.

If you recall during your new hire orientation, you toured the store and found out where the major departments are located. Let’s do the same in our virtual store. I’ll highlight each area of the store as I talk about it.

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This is the main entrance of the store.

Here is the Print and Document Services area where customers can order and pickup custom print jobs or handle self-service copies.

These are the main merchandise shelves. The majority of our office supplies and paper can be found here.

This is the technology center. Everything from computers to printers can be found here. And in the middle is our tech specialist desk where customers can receive product support and service.

Here we have the furniture department, with everything from computer desks to task chairs and conference tables.

This is the “back room” which includes the stock supply area, restrooms, manager’s offices, break room, and storage areas.

Here is the receiving area and loading dock. This is the garage door dock area where delivery trucks bring merchandise into the store.

Finally we have the checkout area, which includes the cash registers.

Now that you’ve been acquainted with the store environment, notice there are two characters in this picture. A character in a black shirt represents a manager or fellow associate. A character without a black shirt represents a customer.

Customers will enter the store at random times. Once you’re in the game, you can click on a customer to interact with him or her. This could result in learning something new or practicing a task.

As you play the game, you’ll need to click on customers and managers as you learn the knowledge and skills you’ll need to do your job when you move to the sales floor.

Not only will you interact with these characters in the game, but portions of the virtual store will also highlight as you play, much like they’ve done here as we’ve looked at the parts of the store. These highlighted areas will indicate areas that need your attention for various reasons. When you click on one of these areas, you’ll have a chance to learn something new or practice your skills.

So you’ve seen the virtual store and the characters and situations you’ll encounter. But what fun is a game with no score? How do you know if you’re doing well? That’s where the performance measures come in. As you first heard about during your new hire orientation, Global measures individual and store performance against three primary areas: Customer Service, In-Stock Products, and Clean Store. In just a moment, we’ll dig a little deeper into what these areas mean. For now, just note the game keeps your score by measuring your performance in these three areas. Your three scores are directly impacted by

your decisions and actions within the game. In order to win the game and successfully master the objectives, you'll need to achieve a score of 95% in Customer Service and 90% in Clean Store and In-Stock Products.

Screen 5

To learn more about our three priorities, click on each priority listed at the bottom of the screen.

In stock – this priority is all about making sure our customers have access to the products they need. It starts with the truck delivering merchandise to the store. Then you stock the products in the appropriate locations for our customers to find. But it doesn't end there. The in-stock priority also means that if an item is unavailable for a customer, we will do all that we can to source it, whether that means from another store or as an online order.

Clean store – this priority is all about being sure our customers have a safe and clean shopping environment. Not only does this keep our customers safe, but it reflects the high quality of the Global brand name.

Customer Service – really everything we do at Global boils down to Customer Service, but we make it a priority of its own because we feel so strongly about it. This priority deals with how we interact with our customers on the sales floor and how we prioritize tasks to create the ultimate shopping experience for every customer. Think of Customer Service as any direct or indirect encounter with internal and external Global customers and potential customers.

Screen 6

Think a little bit more about our Customer Service priority. Many people think of different things when it comes to Customer Service. Notice the tasks listed here. Click on each task that you think is considered Customer Service at Global.

...

That's right! These are just a few of the tasks that are considered part of the Customer Service category. Customer Service is so important here at Global that it requires a higher expectation than the other two main priorities. That means it's up to you to ensure that you manage your tasks in a way that prioritizes Customer Service.

Screen 7

The in stock priority is all about making sure products are available for the customer. This involves helping unload the delivery truck and stocking merchandise at the appropriate time. It also involves interpreting plan-o-grams to ensure merchandise is stocked correctly.

Screen 8

A messy store isn't very inviting and will probably make our customers want to shop somewhere else. If you need to leave your area to help a customer, be sure the area is neat and safe before you do so. Clean up displays that have become disorganized by putting products and signage back in the right place. Take responsibility: if you spot a problem, make sure it gets taken care of right away, especially if it could be a hazard. Try to stock products in a way that avoids creating obstacles.

Now we've covered enough information for you to get started. Let's head to the virtual store!

1_2

Recall in your new hire orientation that we have adopted a standard greeting here at Global. Generally, when you approach a customer or a customer approaches you, say:

<male associate> Welcome to Global! What brings you in today?

Of course this same greeting could not possibly apply to every scenario. So you should use your best judgment to modify the greeting to suit the situation at hand.

<female customer> Hey! What computers do you have on sale this week?

Since the customer initiated the conversation, the standard greeting would need to be modified to fit the situation.

<male associate>Thanks for coming in! Let me show you our specials.

The exact way that you customize the greeting is up to you but should be positive and professional. Do this every time you interact with a customer and you'll be well on your way to meeting our Customer Service expectations.

1_3_1_2 <includes 1.3.1.2, 1.3.1.2.A, 1.3.1, 1.3> <assesses 1.2>

<narrator> You've encountered a customer and in the situation, it makes sense for you to start the conversation. What do you say first? Click on your response.

[on screen selections]

---> * *Welcome to Global! What brings you in today?*

* *Hi!*

* *Can I help you?*

[on screen feedback] Great! [/]

<customer>Well, I'm looking for a new laptop. My old one has just about given out.

<associate>I can help you with that. Let me show you our selection.

<customer>Thanks!

<narrator>There's nothing at all wrong with this interaction. The associate was positive, professional, and responsive to the customer. That makes for good customer service. But good customer service is no longer enough - we must have the best customer service.

What if the associate took another approach? Let's see what might happen.

<customer>Well, I'm looking for a new laptop. My old one has just about given out.

<associate>I can help you with that. Is the laptop for business or personal use?

<customer>Both actually. I need to be able to run all the latest business programs. But it would also be nice to watch movies and play games when I travel.

<narrator>Did you notice the difference? This time the associate tried to dig a little deeper into the customer's situation.

He did this by asking a probing question, which seeks to uncover customer needs or expand on the situation. This engages the customer in conversation. Notice the conversation continued to meet our interaction standards just like the first example - but this time the associate has uncovered additional detail that can enable him to better meet the customer's needs.

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Using a probing question like that is a big part of active listening, which is a proven method for communicating and partnering with customers.

Another way to use active listening is to paraphrase the customer's statements to demonstrate you understand the situation. Let's see how that could work.

<associate>So you're looking for plenty of power for business and pleasure, while being travel-friendly and having a good battery life. Is that right?

<customer>Yes, that's exactly what I need.

<narrator>Notice how we've expressed our genuine interest in the customer's needs because we've learned more about them just in simple conversation. The associate did this by using active listening, which includes probing questions and paraphrasing or summarizing the customer's situation to ensure you understand.

And all of this was accomplished while following our interaction expectations, which is extremely important. Service like this is what will set Global apart from the competition!

1_3_2 (includes 1.3.2.A, 1.3.2, 1.3.3.A, 1.3.3)

Usually when a salesperson describes a product to a customer, the salesperson will talk about the features of the product.

Let's think about discussing a specific product with a customer – say, a laptop.

<show laptop>

We can describe the product by giving the customer some of its features, which helps show the customer what the product has to offer. For our laptop, we might call attention to its 10 hour battery life, dual-core processor, or 15 inch wide screen display.

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The features are important because they let the customer know what the product can do. But research shows that our customers want to know more. In fact, many times our customers are more interested in how a product can meet their specific needs. In other words, customers want to know the benefits of the product.

The best way to do this and remain credible is to tie at least one benefit to each feature that you discuss – especially if you can link the benefit to the customer’s scenario. How could we do that with our laptop example? Click on each product feature to read a benefit that you could provide the customer.

<interact>

Notice we haven’t ignored the features, but we’ve taken each feature and matched it with a benefit.

As you’ll find with most Customer Service situations, there is no universal way to do this. The key is to actively listen to your customer and introduce benefits that align with the customer’s needs.

1_4 (covers 1.4, 1.4.1.1A, 1.4.1

<narrator>Potential crime and fraud refers to the presence of an identified trait that could result in harm to Global or its associates and customers. The specific traits are identified in our service standards document that you received during your new hire orientation.

Unfortunately, retail fraud and crime are real issues that all retailers face. Retail crime comes in many forms. Retail fraud and crime can be external, or committed by customers, or it can be internal, or committed by associates.

I’m going to show you a series of pictures. On each picture, if you see something out of the ordinary, click on it. Do you see anything that could be a sign of retail fraud or crime?

<show images> <buttons> <feedback>

<if they got them all, additional feedback>

<highlight all of the issues and call out why they are potential crime/fraud>

<narrator>As you can see, there are many forms of retail crime and fraud. On the job, it is important to be alert and aware of what is going on around you.

1_4_2 (covers 1.4.2.A, 1.4.2)

<male manager voice & pic>Hi! My name is Jeff and I'm the Manager on Duty here in the Virtual Global store.

Manager on Duty is the general title given to the store manager or other individual who is authorized to supervise store activities at a specific point in time. The Manager on Duty is the senior ranking associate at the store at any given time. This is generally the manager or an assistant manager, although there can be exceptions.

My responsibility is to provide you all the support you need to make Global the best place to work and shop. I'm here for you! If you need to talk to me at any time you're at work, the best way to reach me is to press the "supervisor" button on your handheld radio <show image>.

You can also approach me in the store if you need to or if it makes more sense in a given situation. Or you can use the house phone <show image>.

Regardless of the method, I am here to support you. If you run into any issues or need me for anything, feel free to reach out. That includes potential retail crime and fraud. Rather than handling such an issue yourself, just let me know what you've noticed and I'll take it from there.

1_5b (covers 1.5.1.A, 1.5)

<narrator>Recognizing and responding to selling opportunities are part of what can set Global apart from the competition. There are three primary types of sales offers we can make.

Click on each icon to learn more about the topic.

[up-selling]

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Increasing the quantity being considered

Upgrading to a higher-margin item or brand

Example: a customer considering a laser printer might consider upgrading to a multi-function

[cross-selling]

Offering products in other related categories

Offering other services that may interest the customer

Accessories and items that others commonly purchase

Example: a customer buying a coffee maker might also benefit from coffee, creamer, stirrers, cups, etc.

Example: a customer considering a high volume toner purchase might benefit from our in-house print and document services

[promotional opportunities]

Offering products that are on sale

Promoting Global store brand items

Example: a customer trying to find an ink cartridge might be interested in the Global store brand

1_5c (covers 1.5.1)

<narrator>When interacting with customers, it stands to reason that not every situation will lend itself to making additional sales offers to customers. It's important to follow the customer's lead in every situation to ensure the best possible shopping experience.

In the following scenario, click the "Make Offer" button when a selling opportunity presents itself.

<customer>I'm interested in this digital camera. Can you tell me more about it?

[if user clicks: feedback]It's possible to make an offer here, but the associate really hasn't learned enough about the customer's needs yet. Let's wait a bit.

<associate>Absolutely. Do you mind if I ask how you plan to use the camera?

[if user clicks: feedback]Not yet - we need to hear what the customer has to say.

<customer>Well I've developed a hobby of taking nature photos. I don't need anything fancy.

[if user clicks: feedback]This might be a good place to make an offer, but the associate might miss out on an opportunity by not learning more about what the customer needs. We don't want to settle for selling the cheapest product when it might not meet the customer's needs.

<associate>Are you looking to share your pictures? To print them? To post them online?

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[if user clicks: feedback]Not yet - we need to hear what the customer has to say.

<customer>'d like to print them,, but it sure takes a lot of ink.

[if user clicks: positive feedback]Absolutely! In this scenario, this has been the best opportunity to make an offer. Let's see what happens.]

[[if user does not click]]

<associate>This model should meet your needs since you're not looking for the more advanced features. 5 megapixels give you plenty of quality for home printing of basic images.

<customer>I guess that will do. Thanks.

<associate>Did you know we offer print services that can help you with your printing needs? This is our simplest model. Since you're interested in printing your pictures, you might want to consider this slightly more advanced model. It's still simple to use and you can even upload your images directly to our site, order prints, and pick them up the next day.

<customer>That sounds great! I'll take the better camera and I will definitely order my prints online. Thanks so much!

[feedback]Notice by listening to the customer and making an offer at the right moment, the associate managed to up-sell to a better (and higher) camera and also cross-sell our print services.

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This scenario had a positive outcome. In reality, every scenario will not go the same way.

Sometimes customers may refuse our offers. Other times, a selling opportunity just doesn't present itself. For instance, if the customer is already upset about an issue or clearly doesn't have time for conversation, don't make sales offers to that customer.

Always follow the customer's lead. The key is to actively listen to the customer and to look for appropriate opportunities to make sales offers. These don't have to be pushy offers, just suggestions of solutions that can meet our customer's needs.

1_5 (covers 1.5.2.A, 1.5.2)

<narrator>Why do people buy things? What motivates customers to make buying decisions?

Obviously customers buy things because they need or want them. So, one motivating factor for making a buying decision is that the customer explicitly identifies a need or want for a product. We'll call this the stated need.

<customer>I'm opening a new branch office and I need furniture right away. There's so much to choose from and I just don't have time to figure it all out.

<associate>I can help you with that. Is there a certain style you're looking for in the new office?

<narrator>This was a great probing question to learn more about the customer's needs. The customer stated his need right up front - he needs office furniture.

Is it possible that the customer has another need that he didn't express? Maybe the associate could try going a step further and connecting the customer's scenario with some of our integrated solutions. Let's see what happens.

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<associate>Did you know that we can plan and stock your workspace for you to meet your exact requirements?

<customer>Wow, no I didn't. In fact planning the work area and where to put all this stuff really is the part I dread. Tell me more...

<narrator>This time the associate has asked a probing question, but has linked the question into one of our solution services. The associate has uncovered a need that the customer didn't state right up front - he doesn't want to deal with planning and arranging the furniture.

The associate has uncovered a hidden need - which is another factor that motivates people to buy things.

In fact, the associate not only uncovered a hidden need, but recognized and acted upon a selling opportunity. The customer came to us to buy furniture and the associate saw it as an opportunity to sell even more - our workspace planning services.

In thinking of this example, read these statements and click on any that is/are true.

- > * The customer feels the associate is interested in his needs.
- > * The company benefited because the associate may have increased the size of the sale.
- > * The customer benefited because he won't have to worry with planning and setting up his office.

<narrator>That's right!

Our customers expect us to be the experts when it comes to office supplies. When the customer states a need or we uncover it, we need to suggest appropriate solutions for that need.

1_6 (covers 1.6, 1.6.1.1, 1.6.1, 1.6.2, 1.6.4, 1.6.5)

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<narrator>The checkout process is just as important as the shopping experience at Global. We have a streamlined process and Point of Sale system that makes it easy and convenient both for you and for our customers.

Before we begin, ensure that you have already worked with your manager or a designated alternate to learn how to properly use the hand-held barcode scanner. If you have not completed that activity as part of this game, or if you'd like another copy of the job aid for using the scanners, please access a copy using the Resources menu.

Let's go through the basic screens used for customer checkout.

<narrator>First, you will need to login to the POS terminal. Enter your Global login and password and press **Enter**. If you have not received a login yet, check with the Manager on Duty before proceeding.

[image: login]

<narrator>The process begins by scanning the product with the barcode scanner.

[image: scanning merch]

<narrator>Immediately after scanning the product, pass it over the MAS scanner to deactivate the alarm sensor. Failure to do so will result in an embarrassing situation for our customer.

[image: scanning MAS]

<narrator>Repeat the above steps for all of the items the customer is purchasing.

[image: POS terminal - total due]

<narrator>State to the customer the total amount due.

[image: money]

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<narrator>Accept the customer's tender and place in the till or swipe the credit or debit card.

[image: POS terminal - tend amt]

<narrator>Enter the tendered amount.

[image: POS terminal - payment type]

<narrator>Select the payment type.

[image: money]

<narrator>Give the customer their change, if applicable, and their receipt. Then press Complete.

<narrator>Give the customer their purchased merchandise and thank the customer for shopping with Global.

You have now gone through a basic cash sales transaction! You've been returned to the main screen and you're ready for your next customer.

2_3 (covers 2.3.1.A, 2.3.1, 2.3)

<narrator>Take a look at this shelf display. If the store had a brand new, empty shelf space that needs to be stocked just like this one, would you feel overwhelmed at all?

What about this shelf space? What if you needed to rearrange the products on this shelf?

To keep our stores looking clean for our customers, there has to be a way to efficiently determine how products should be aligned in their displays. At Global, we don't leave any of the stocking guesswork up to you. Every inch of the store layout is planned to make the most use of space and to ensure a clean, modern look and feel to our stores.

The layout is planned one section of shelving at a time on documents called plan-o-grams.

A plan-o-gram is a formal document that illustrates a particular shelf or display space. It defines the products that should be placed in that space and how they should be arranged.

Notice in this sample, the plan-o-gram provides a diagram of the display space. Each shelf is assigned a letter and each product space is assigned a number. To the right is the list of skews that correspond to each product location, along with any special notes.

By following the simple plan-o-gram, you have a cleanly stocked shelf that aligns perfectly with the Global standards and meets our customers' expectations.

2_1 (covers 2.1.A, 2.1, 2.2)

Our customers expect a pleasant shopping experience when they visit Global. The physical store environment has a big impact on customers' perceptions of our company. Therefore, we must keep a clean store that reflects on the high value of our brand. Keeping the environment clean also includes keeping it safe.

We need to proactively identify and resolve situations that need our attention. If we see a situation that does not reflect our clean store and safe environment values, then we should address that situation right away.

I'm going to show you a series of pictures. In each picture, if you identify something that should be addressed in order to make for a clean and safe store environment, click on it.

<images> <feedback>

<image 4>How many issues do you see in this picture?

That's great work! Remember to be on the lookout for situations like these as you work in the store. It is every associate's responsibility to take care of these issues right away for the best possible shopping experience for our customers.

3_1 (covers 3.1.A, 3.1.B, 3.1)

<narrator>When it comes to stocking the store, you'll likely hear a couple of different terms related to the amount of stock available for a particular item. The terms are very basic, but to ensure we all are on the same page, let's quickly define them.

You'll hear the term *low-stock items* in reference to product displays or other shelf spaces with limited inventory available for customer purchase. This could be the result of high demand, low supply, or other issues.

Some items have a *feeder shelf*, which is a partially obscured shelf space or other area near the product's display area. The feeder shelf can be used to store overflow stock for high demand items.

Additional inventory may also be available in the stock room for low-stock items.

<draw circle>

In this example, a feeder shelf is available and has plenty of stock to add to the upper display areas.

When you discover low-stock items, you should

- See if a feeder shelf is available for the item and check the feeder shelf for additional supply.
- See if additional inventory exists in the stock room
- Notify the Manager on Duty if no additional stock is available

The term *no-stock items* means that we are completely out of stock and there are no additional products available in a feeder shelf or in the stock room.

When you discover no-stock items, you should notify the Manager on Duty.

3_2 (covers 3.2.1.A, 3.2.1, 3.2)

<narrator>When the delivery truck arrives, the driver will use a buzzer at the delivery area. A doorbell tone will sound in the stock room and in the wireless radio headsets. In most stores, the tone will sound like this:

[doorbell.mp3]

Whenever you hear this sound, use the supervisor button on your radio to notify the store manager. If you hear another associate notify the manager first, or if you determine the manager is already aware of the truck's arrival, then you don't need to alert the manager.

The Manager on Duty is the only individual authorized to greet the delivery truck driver or to open the dock door.

As with all store radio communications, be sure to follow the service standards that were provided to you as part of your new hire orientation.