

Introduction to Company 'X': The Story of Our Brand Storyboard

Screen Title: Welcome		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Welcome to the Introduction to X, the story of our brand training. Company X provides location-level measurement solutions to protect the reputation of our client's brands, help them delight their customers, and ultimately make more money.</p> <p>Click start to begin.</p>	<p>Introduction to Company "X": The Story of Our Brand</p> <p>Start button</p>	<p>An image will show in the background</p> <p>Title and shape (square) will be to the left of the screen</p> <p>Start button will be to the right of the title</p>


Screen Title: Navigation		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>To advance through the course or to go back, click the Next and Previous buttons located at the bottom of the screen. Throughout the course you will see these two icons located on your screen. Click the icons to learn additional information. At the bottom of many of the slides, this icon indicates directions for that slide. To the left of your screen is the Menu and at the bottom of the screen is the seek bar, here you can see where you are on the slide, replay, and play the slide. At the bottom of the screen, you also see the speaker icon to adjust the volume for the course.</p>	<p>Navigation</p> <p>Click the Previous and Next buttons to go back or advance through the course</p> <p>Click the icons to learn additional information</p> <p>This icon indicates directions for the slide</p> <p>Menu, seek bar, and volume</p>	<p>An image will show in the background.</p> <p>Navigation icons will appear next to the text. Text and icons will appear on the screen at the same time using an animation.</p>

Screen Title: Course Objectives		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>During this course you will:</p> <ul style="list-style-type: none"> • Recognize our company's core value proposition. • Identify products and services provided by X. • And recall the corporate structure of company X. 	<p>Course Objectives</p> <p>During this course you will:</p> <ul style="list-style-type: none"> • Recognize our company's core value proposition. 	<p>Each objective will appear on the screen inside of a circle one at a time.</p>

Introduction to Company 'X': The Story of Our Brand Storyboard

	<ul style="list-style-type: none"> • Identify products and services provided by X. • And recall the corporate structure of company X. 	
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Screen Title: Business Strategies

Audio:	On-screen text:	On-screen graphics/interactions:
<p>Our company focuses on helping multi-location businesses ensure that each of the brand's locations does three things:</p> <ul style="list-style-type: none"> • Operate according to brand standards • Delights their customers • And makes more money. <p>1.4A Company X, helps clients put into place measurement systems that help all levels of the organization understand how each location, each region, and the brand as a whole is performing. If marketing creates a promotion program to drive traffic into stores, is each store operationally excellent and ready to deliver on the brand promise? Do the customers who come into the store receive the experience that was promised, and does that entice them to come back more frequently and recommend the brand to others? Finally, and most importantly, does that experience cause customers to spend more? Understanding this equation—in depth, at the location level—is our brand promise to our clients.</p>	<p>Business Strategies</p> <ul style="list-style-type: none"> • Operate according to brand standards • Delights their customers • And makes more money. 	<p>Each bullet (nice graphic) and text will appear on the screen one at a time.</p> <p>Layer 1.4A Company X graphic will appear on the screen. When each main point is mentioned during the audio, a circle will highlight the main point (traffic, operational excellence, etc.) and then disappear after that point is mentioned.</p> 

Screen Title: Brand Promise

Audio:	On-screen text:	On-screen graphics/interactions:

Introduction to Company 'X': The Story of Our Brand Storyboard

<p>Click each level of the pyramid to learn more about Brand Promise.</p> <p>1.5A - We collect data including mystery shopping, audits and theater checks. And we measure customer experiences which include contact center, customer survey, and social media.</p> <p>1.5B - We integrate data onto a single platform to enable decisions and actions.</p> <p>1.5C - We model data and behaviors that impact loyalty and financial key performance indicators. We'll help clients understand the ROI behind the information and what they should do to improve both delivery to customers and their bottom line.</p> <p>1.5D - We ensure programs align with strategic goals. We help our clients align the measurement systems to their corporate strategy.</p>	<p>Solutions to Brand Promise</p> <p>Strategic Advisory Services Analytics Technology Location-Level Data</p> <p>Click each level of the pyramid to learn more about Brand Promise</p> <p>Best Practice: Best practice is something we pride ourselves on, ensuring our services and programs are designed and tailored to address specific client challenges, within the context of their industry.</p>	<p>Pyramid will appear on the screen. Each brand promise will appear on each level of the pyramid. The learner will click each pyramid to learn additional information.</p> <p>A book marker will be on the screen. The learner will click on the marker to learn about a best practice.</p>
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Screen Title: Operational Excellence		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>We have developed a set of compliance standards and guidelines that will drive operational excellence, maximize revenue and delight customers. Mystery shopping can be your eyes and ears to measure whether your brand standards are being met.</p> <p>Click each square to learn more about Operational Excellence.</p> <p>1.6A - Consistency is key to creating a customer experience that wins trust and loyalty.</p>	<p>Operational Excellence</p> <p>Consistency is key Brand standards Results of inconsistencies</p> <p>Click each square to learn more about Operational Excellence</p>	<p>On the left of the screen the business strategies image will appear. On the right, will be an icon with a box. The learner will click on an icon to learn about each component of operational excellence. A new image will appear each time the learner clicks on an icon.</p>

Introduction to Company 'X': The Story of Our Brand Storyboard

<p>1.6B - Ensuring brand standards are maintained can be essential to the success of multi-location businesses.</p> <p>1.6C - Inconsistencies with the overall on-site customer experience can leave consumers with a bad impression, not only of a specific location, but with the brand as a whole.</p>		
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Screen Title: Measurement Channels – Mystery Shopping		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>We have four measurement channels that ensures success for our clients. The first measurement channel is Mystery shopping. Protect your brand standards. Mystery Shopping is key if you want to measure how each of your locations are delivering on your brand promise.</p> <p>Click each blue circle to learn more about mystery shopping.</p> <p><i>1.7A Click each icon to learn more</i></p> <p>1.7A.1 We have thousands of Mystery Shoppers primarily in North and South America and Europe who anonymously visit or call locations and answer questionnaires to deliver a comprehensive, unbiased view of a client’s operations.</p> <p>1.7A.2 We have a field network of over 400,000 independent contractors throughout the globe. We take great pride in our shoppers, they must go through a carefully managed application process.</p> <p>1.7A.3 Over 100,000 shops is completed per month. We provide the insights our clients need to</p>	<p>Measurement Channels</p> <ul style="list-style-type: none"> • Mystery Shopping – Protect your Brand Standards: <ul style="list-style-type: none"> • Our Shoppers • Questionnaire Design • Process for Fielding Shops • Customer Survey • Contact Center • Analytics and Insights <p>Click each blue circle to learn more about Mystery Shopping</p> <p>1.7A.1 Our Shoppers Click each icon to learn more</p>	<p>All four measurement channels will be listed on the screen (nice graphic for each bullet point). Additional information about mystery shopping will appear on the screen (see on-screen text). Each subtitle will appear on the screen inside of a circle. The learner will click on the circle to learn more.</p> <p>1.7A.1 Our Shoppers Three book markers will be on the screen. The learner will click on the markers to learn about Our Shoppers.</p>

guarantee brand compliance and deliver great value to their employees, franchisees, and shareholders.

1.7B Questionnaire Design

Mystery shopping questionnaires are designed to align to the company's brand standards. Questionnaires come with shopper guidelines that give shoppers more information about what the client wants to understand when the shopper visits a store.

- Design process considers your training documentation, competitive landscape, and other resources (for example, customer experience surveys).
- R&D team designs, programs, and tests questionnaires.
- Shopper guidelines illustrate brand standards to ensure high quality data.
- Photos may be attached as documentation.

1.7C Process for fielding shops

We pride ourselves on the ability to deliver data on time with high quality results. Our clients count on us to give them excellent data.

- We have a 99.7% on-time completion rate
- 2% inquiry rate
- 24,7 quality control department reviews every shop
- Dedicated help desk to answer shopper questions
- Monthly inspections of shopper performance and integrity

Questionnaire Design

Design process considers your training documentation, competitive landscape, and other resources

R&D team designs, programs, and tests questionnaires.

Shopper guidelines illustrate brand standards to ensure high quality data.

Photos may be attached as documentation.

Process for Fielding Shops

We deliver data you can trust – on time

- We have a 99.7% on-time completion rate
- 2% inquiry rate
- 24,7 quality control department reviews every shop
- Dedicated help desk to answer shopper questions



1.7B Questionnaire Design

Each bullet (nice graphic) and text will appear on the screen one at a time.

Customer Service Evaluation

Site Number: _____

LOCATION: _____ Shop Date: _____ Shop Day: _____

Time In: _____ Amount Spent: _____

QUESTION	ACT	PTS
GREETING		
1. Were you greeted within 30 seconds of entering? If No to Q1, how long until you were greeted? _____ Minute(s) _____ Second(s)	Yes/No	5
2. Did the employees make you feel welcome?	Yes/No	5
3. Did the employee engage in conversation with you? Answer YES if anything was said to you.	Yes/No	5
4. Did the employee: a. Smile?	Yes/No	4
b. Make eye contact?	Yes/No	3
c. Genuinely welcome you (and your children if applicable)?	Yes/No	3
Greeting Subtotal: 100.00%		25
SERVICE		
5. Did your server: a. Seem knowledgeable about the weekly specials when asked? b. Suggest an option?	Yes/No	5
9. At any time during your visit did you see a manager or crew chief interacting with guests or employees?	Yes/No	2
10. Were all employees behaving professionally and courteously at all times?	Yes/No	5
11. Did all employees appear neat, clean, and professional? If No to Q11, mark all that apply: a. <input type="checkbox"/> Shave on uniform b. <input type="checkbox"/> Unpressed uniform c. <input type="checkbox"/> Dirty hands/fingernails d. <input type="checkbox"/> Unkempt hair e. <input type="checkbox"/> Dirty apron(s) (except apron(s))	Yes/No	3
Service Subtotal: 100.00%		20
CASHER		
12. Did your cashier: a. State your total? b. Ring up your bill correctly and efficiently? c. Thank you?	Yes/No	3
14. If No to Q13, did you pay with a credit or debit card?	Yes/No	5
15. Issue you back?	Yes/No	2
Cashier Subtotal: 100.00%		15
CLEANLINESS		
16. Landscaping well maintained? If No to Q16, mark all that apply: a. <input type="checkbox"/> Landscaping not well maintained b. <input type="checkbox"/> Other: _____ c. <input type="checkbox"/> Litter in landscaping	Yes/No	5
17. Exterior Sign of entrance clear and maintained? If No to Q17, mark all that apply: a. <input type="checkbox"/> Parking lot excessively filled b. <input type="checkbox"/> Excessively cluttered c. <input type="checkbox"/> Graffiti d. <input type="checkbox"/> Other: _____ e. <input type="checkbox"/> Sidewalk/sidewalks dirty or excessively filled f. <input type="checkbox"/> Dirty sidewalks g. <input type="checkbox"/> Patio not clean/ready for guests	Yes/No	10
18. Lights working after dark?	Yes/No/NA	5
19a. Bathroom clean? If No to Q19a, mark all that apply: a. <input type="checkbox"/> Floor dirty/soiled b. <input type="checkbox"/> Floor excessively streaked/mudged c. <input type="checkbox"/> Sink dirty/soiled d. <input type="checkbox"/> Other (specify) _____ e. <input type="checkbox"/> Other: _____	Yes/No/NA	10
19b. Wash maintained? If No to Q19b, mark all that apply: a. <input type="checkbox"/> No soap b. <input type="checkbox"/> No paper towels or working hand dryer c. <input type="checkbox"/> No toilet paper d. <input type="checkbox"/> Other: _____	Yes/No/NA	10
Cleanliness Subtotal: 100.00%		45
Total Score: 100.00%		100

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1.7C Process for fielding shops

Introduction to Company 'X': The Story of Our Brand Storyboard

	<ul style="list-style-type: none"> • Monthly inspections of shopper performance and integrity 	<p>An avatar will be on the left of the screen holding a sign that says “We deliver data you can trust – on time”</p> <p>On the right of the screen, each statement will appear on the screen one at a time</p>
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Screen Title: Knowledge Check – Mystery Shopping		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Let’s take a moment to understand your knowledge about mystery shopping. Drag each text in the orange box to the correct category. Note, you can only drop the correct answer in the correct category. Click submit when done.</p>	<p>Knowledge Check – Mystery Shopping</p> <p>Shopper Questionnaire Fielding Shop</p> <p>400,00 contracts throughout the globe; 100,000 shops completed per month; many parts of the world have mystery shoppers; the team designs and test questionnaires; photos can be attached for documentation; shopper guidelines illustrate brand standards; monthly inspections of shopper performance; dedicated help desk to answer questions; quality control dept reviews every shop</p> <p>Drag each text in the orange box to the correct category. You can only drop them in the correct category.</p>	<p>Three different categories will be on the screen in three different colored boxes: Shopper, Questionnaire, and Fielding Shops. The answers will be in a box below the categories and the learner will have to drag the statement to the correct category.</p> <p>Answers: <i>Shopper</i> – 400,00 contracts throughout the globe; 100,000 shops completed per month; Many parts of the world have mystery shoppers <i>Questionnaire</i> – the team designs and test questionnaires; photos can be attached for documentation; shopper guidelines illustrate brand standards <i>Fielding Shops</i> – monthly inspections of shopper performance; dedicated help desk to answer questions; quality control dept reviews every shop</p>

Screen Title: Measurement Channel – Customer Surveys		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>The second measurement channel is Customer surveys. Every customer has a voice. Surveys collect information about customers’ experiences and perception. As a result of the surveys our clients can</p>	<p>Measurement Channels</p> <ul style="list-style-type: none"> • Mystery Shopping 	<p>All four measurement channels will be listed on the screen (nice graphic for each bullet point). Additional information about customer surveys will appear on the screen (see on-screen text). Each sub-</p>

<p>monitor how well every location satisfies customers and ensures that those clients want to come back for more.</p> <p>Click each blue circle to learn more about customer surveys.</p> <p><i>1.9A – How we collect data</i> We can integrate the survey invitation inside your brand's mobile app. Customers can access the survey and provide their feedback by using their computer, URL scanning in a QR code on their phone, using SMS text, or make a phone call and answer prompted responses in a menu Interactive Voice Response. We encourage clients to “cast a wide net” and allow customers to use whichever channel makes them comfortable.</p> <p><i>1.9B Questionnaire design</i> Questionnaire design is absolutely critical to success.</p> <p>Click each icon to learn more about the questionnaire design.</p> <p><i>1.9B.1 Get to the point: Good experience or bad, and why?</i> <i>1.9B.2 Ask about key industry drivers so each location can act on its unique opportunities.</i> <i>1.9B.3 Ask for permission to ask more questions using rotating question sets.</i> <i>1.9B.4 Collect enough information to get real insights for modeling:</i></p> <ul style="list-style-type: none"> ○ Opportunities to improve loyalty ○ Opportunities to improve ROI 	<ul style="list-style-type: none"> ● Customer Survey – Every Customer Has A Voice <ul style="list-style-type: none"> ● How we collect data ● Questionnaire Design ● Contact Center ● Analytics and Insights <p>Click each blue circle to learn more about Customer Survey</p> <p>How We Collect Data We can integrate the survey invitation inside your brand's mobile app URL, QR Code, SMS Text, IVR</p> <p>Questionnaire Design: Short, Simple, Opt-in for More</p> <p>Click each icon to learn more about the Questionnaire Design</p> <ul style="list-style-type: none"> ● Get to the point: Good experience or bad, and why? ● Ask about key industry drivers so each location can act on its unique opportunities ● Ask for permission to ask more questions using rotating question sets. 	<p>title will appear on the screen inside of a circle. The learner will click on the circle to learn more.</p> <p><i>1.9A – How we collect data</i> We can integrate... text will appear inside of a cell phone to the right of the screen. Four images inside of four boxes will appear to the right of the screen to represent URL, QR Code, SMS Text and IVR</p> <p><i>1.9B Questionnaire design</i></p> <p>A pie chart with five sections will be on the screen. Each section of the chart will have a different color and will have an image that is relevant towards the statement. The learner will click on each section of the pie chart to learn more.</p>
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Introduction to Company 'X': The Story of Our Brand Storyboard

<p>1.9B.5 Combines industry best-practice templates with what's unique to you.</p>	<ul style="list-style-type: none"> ● Collect enough information to get real insights for modeling: <ul style="list-style-type: none"> ○ Opportunities to improve loyalty ○ Opportunities to improve ROI ● Combines industry best-practice templates with what's unique to you 	
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Screen Title: Knowledge Check – Customer Survey		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Let's understand your knowledge about customer surveys. Drag each text in the yellow box to the correct category. Note, you can only drop the correct answer in the correct category. Click submit when done.</p>	<p>Knowledge Check – Customer Surveys</p> <p>Data Questionnaire</p> <p>Combine industry best practices; QR Code; SMS Text; Get to the point' URL; Ask about key industry drivers; Ask more questions; IVR</p> <p>Drag each text in the yellow box to the correct category. You can only drop them in the correct category.</p>	<p>Two categories will be on the screen in two different boxes: Data and Questionnaire. The answers will be in a box between the two categories and the learner will have to drag the statement to the correct category.</p> <p>Answers: <i>Data</i> – QR Code, SMS Text, URL, IVR <i>Questionnaire</i> – Combine industry best practices; get to the point; ask about key industry drivers; ask more questions</p>

Screen Title: Measurement Channel – Contact Center		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Our third measurement channel is Contact center, the voice of your brand. Our contact center is important to understanding and addressing the needs of our customers. Our agents are the frontline of delivering a skilled, professional, and superior customer experience.</p>	<p>Measurement Channels</p> <ul style="list-style-type: none"> ● Mystery Shopping ● Customer Survey ● Contact Center – The Voice of Your Brand: <ul style="list-style-type: none"> ● Agent Quality ● Guest Recovery 	<p>All four measurement channels will be listed on the screen (nice graphic for each bullet point). Additional information about contact center will appear on the screen (see on-screen text). Each subtitle will appear on the screen inside of a circle. The learner will click on the circle to learn more.</p>

<p>Click each blue circle to learn more about the Contact Center.</p> <p><i>1.11A Agent Quality</i> Quality customer service is important to your brand. Let your operators focus on their day jobs. Our agents become the voice of your brand.</p> <p>Our multi-language live agents provide both inbound and outbound services:</p> <ul style="list-style-type: none"> • Complaint handling and customer recovery via phone, web or social media • Outbound services for surveys, appointment setting, etc. • Social media monitoring • Web comment capture <p>Our agents also manage Fulfillment services And has flexible coverage models, including 24,7 service</p> <p><i>1.11B Guest Recovery</i> There are four major steps to ensure guest recovery:</p> <ul style="list-style-type: none"> • Step 1. Customers contact you via phone, web, or social media with questions, suggestions, praise or concerns • Step 2. Specialists listen, respond, recover the guest, and use automated notifications to alert your team • Step 3. Guests return and continue to spend with your brand. Fulfillment services/incentives can invite them back 	<ul style="list-style-type: none"> • Alerts and Actions • Analytics and Insights <p>Click each blue circle to learn more about Contact Center</p> <p>Agent Quality</p> <ul style="list-style-type: none"> • Let your operators focus on their day jobs • Our agents become the voice of your brand • Our multi-language live agents provide both inbound and outbound services: <ul style="list-style-type: none"> • Complaint handling and customer recovery via phone, web or social media • Outbound services for surveys, appointment setting, etc. • Social media monitoring • Web comment capture • Fulfillment services • Flexible coverage models, including 24x7 service <p>Guest Recovery</p> <p>Four major steps to ensure guest recovery:</p> <ul style="list-style-type: none"> • Step 1 - Customers contact you via phone, web, or social media with questions, suggestions, praise or concerns • Step 2 - Specialists listen, respond, recover the guest, and use automated notifications to alert your team • Step 3 - Guests return and continue to spend with your brand. Fulfillment services/incentives can invite them back 	<p><i>1.11A Agent Quality</i> A smiling avatar will appear to the right of the screen. On the left of the screen, each statement will appear on the screen one at a time</p> <p><i>1.11B Guest Recovery</i> Similar to a timeline, Step 1 (inside of a rectangle) will appear on the screen. Text for step 1 will appear below the rectangle. Step 2 (inside of a rectangle) will then appear next to Step 1 with dotted lines separating the two steps. Text for Step 2 will appear above the rectangle. Step 3 (inside of a rectangle) will then appear next to Step 2 with dotted lines separating the two steps. Text for Step 3 will appear below the rectangle. Step 4 (inside of a rectangle) will then appear next to Step 3 with</p>
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Introduction to Company 'X': The Story of Our Brand Storyboard

<ul style="list-style-type: none"> Step 4. Online and email push reports, track trends, and provide location level insights for your team <p><i>1.11C Alerts and Actions</i> Once our agents connect with the customer, case management tracks actions for every case.</p> <ul style="list-style-type: none"> We handle customer complaints from every channel We will take negative social media comments offline and provide appropriate resolutions Disposition of every case is transparent and accessible to all stakeholders at every level. 	<ul style="list-style-type: none"> Step 4 - Online and email push reports, track trends, and provide location level insights for your team <p>Alerts and Actions</p> <p>Case management tracks actions for every case.</p> <ul style="list-style-type: none"> We handle customer complaints from every channel We will take negative social media comments offline and provide appropriate resolutions Disposition of every case is transparent and accessible to all stakeholders at every level. 	<p>dotted lines separating the two steps. Text for Step 4 will appear above the rectangle.</p> <p><i>1.11C Alerts and Actions</i></p> <p>A customer service-related icon with text from the first bullet will appear to the left of the screen using an animation. A social media related icon with text from the second bullet will appear in the middle of the screen using an animation. A stakeholder related icon with text from the third bullet will appear to the right of the screen using an animation. There will be a horizontal line between the images to help separate the content.</p>
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Screen Title: Knowledge Check – Contact Center		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Let's take a moment to understand your knowledge about the contact center. Select all components of the contact center and then click submit when done.</p>	<p>Knowledge Check – Contact Center</p> <ul style="list-style-type: none"> Multi-language agents provide inbound and outbound services Four major steps ensure guest recovery Handle customer complaints from every channel Provide limited coverage, accessible a few hours during the day <p>Select all components of the Contact Center then click Submit</p>	<p>An avatar will be to the left of the screen. Each answer will be to the right of the screen. The learner will have to choose the correct answer.</p> <p>Answers:</p> <ul style="list-style-type: none"> Multi-language agents provide inbound and outbound services Four major steps ensure guest recovery Handle customer complaints from every channel

Introduction to Company 'X': The Story of Our Brand Storyboard

Screen Title: Analytics and Insight		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Our last measurement channel is Analytics and insights. Find the shortest path to profit. Information derived from our data is a valuable resource for making strategic decisions, providing significant financial returns, and can improve our client's business operations.</p> <p>Click each blue circle to learn more about Analytics and Insight.</p> <p><i>1.13A Core Questions Answered</i> Analytics helps prioritize your investments. Information that is gathered helps our clients make informed decisions.</p> <p>Click each icon to learn the three questions to help with this process:</p> <p>1.13A.1 What matters most? The analytics team helps you leverage your data assets so you know where to focus. 1.13A.2 Where are the opportunities? Sophisticated statistical and big data modeling techniques. 1.13A.3 What is the ROI for change? Versatile team of data scientist, statisticians, market research specialists, and strategists.</p> <p><i>1.13B Industry KPI's</i></p>	<p>Measurement Channels</p> <ul style="list-style-type: none"> • Mystery Shopping • Customer Survey • Contact Center • Analytics and Insights – Find the Shortest Path to Profit: <ul style="list-style-type: none"> • Core Questions Answered • Industry KPI's <p>Click each blue circle to learn more about Analytics and Insights</p> <p>Core Questions Answered What matters most? The analytics team helps you leverage your data assets, so you know where to focus</p> <p>Where are the opportunities? Sophisticated statistical and big data modeling techniques</p> <p>What is the ROI for change? Versatile team of data scientist, statisticians, market research specialists, and strategists</p> <p>Click each arrow to learn more</p>	<p>All four measurement channels will be listed on the screen (nice graphic for each bullet point). Additional information about analytics and insights will appear on the screen (see on-screen text). Each sub-title will appear on the screen inside of a circle. The learner will click on the circle to learn more.</p> <p><i>1.13A Core Questions Answered</i></p> <p>Each question will be in a three-arrow directional icon. The learner will click on each arrow to learn the answers to each question.</p> <p><i>1.13B Industry KPI's</i></p>

Introduction to Company 'X': The Story of Our Brand Storyboard

<p>Predictive models link customer experience to financial key performance indicators in every industry.</p> <p>Click on each yellow circle to open and close the icons and to learn more.</p>	<p>Industry Key Performance Indicators</p> <p>Predictive models link customer experience to financial key performance indicators in every industry</p> <p><i>Grocery:</i> scan margin, scales/sq foot, basket size <i>Restaurant:</i> same store comparable sales growth, transactions <i>Convenience Store:</i> gallon gas sold, food sales <i>Banking:</i> net cash deposits, portfolio share <i>Wireless:</i> net acquisitions, feature revenue <i>High Touch Retail:</i> conversion rate, basket size <i>Insurance:</i> policies sold/agent, policy portfolio <i>Clubs:</i> memberships sold, renewal rates</p> <p>Click on each yellow circle to open and close the icons</p>	<p>A community icon will be on the screen. On each structure in the community will be an orange marker. The learner will click on each marker to learn more about each KPI.</p>
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Screen Title: Knowledge Check – Analytics and Insight		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Let's understand your knowledge about analytics and insight. Select all components to the path to profit and click submit when done.</p>	<p>Knowledge Check – Analytics and Insight</p> <ul style="list-style-type: none"> • Predictive models link customers experience to financial KPI's • Reserved statistical and data modeling techniques • Analytics team helps leverage data assets • Versatile team of data scientists, statisticians, market research specialist, and strategists 	<p>The four answers will be on the screen with an icon/image above each statement.</p> <p>Answer:</p> <ul style="list-style-type: none"> • Predictive models link customers experience to financial KPI's • Analytics team helps leverage data assets • Versatile team of data scientists, statisticians, market research specialist, and strategists

Introduction to Company 'X': The Story of Our Brand Storyboard

	Select all components to the Path to Profit then click Submit	
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Screen Title: Summary

Audio:	On-screen text:	On-screen graphics/interactions:
During this course, you learned: <ul style="list-style-type: none"> Company X's core value proposition An overview of products and services And a brief overview of company X corporate structure. 	During this course, you learned: <ul style="list-style-type: none"> Company X's core value proposition An overview of products and services And a brief overview of company X corporate structure. 	Each statement will be on the screen next to a check mark icon. When the audio is read for each statement, the text will be highlighted.

Screen Title: Thank you

Audio:	On-screen text:	On-screen graphics/interactions:
You have now completed the course. Thank you!	Thank you!	An image will show in the background Title and shape (square) will be to the left of the screen Thank you inside of a box will appear to the right of the screen