

Design Document

Roast A Batch: Barista Orientation	
<i>Business Purpose (Reduction of customer complaints)</i>	Reduce customer complaints by 25 % by increasing consistency in barista response to customer service, product knowledge, and barista product outcome.
<i>Target Audience</i>	New barista hires
<i>Training Time</i>	(average) 15 - 20 minutes
<i>Training Recommendation</i>	<u>Asynchronous e-learning:</u> New baristas have the option of completing the training on their own or on a company computer at one of our coffee shop locations. This eLearning module will provide a consistent base and introduction of fundamental service and product knowledge to new hire baristas. The content will utilize real-life scenarios, interactions, and situations that baristas encounter on the job.
<i>Deliverables</i>	<ul style="list-style-type: none"> - 1 eLearning course developed in Storyline 360 with voice-over. - Custom-designed graphic features and embedded animations. - Storyboard
<i>Learning Objectives</i>	<ol style="list-style-type: none"> 1) Identify differences between the coffee beans we use 2) Use different coffee grind sizes appropriately 3) Identify various brewing equipment used at Roast a Batch 4) Explain the elements of a perfect cup of coffee 5) Categorize Roast A Batch coffee drinks by the ratio of espresso to other ingredients 6) Maintain healthy customer relationships 7) Prioritize peripheral tasks
<i>Training Outline</i>	<ul style="list-style-type: none"> ● Introduction - <ul style="list-style-type: none"> ○ Welcome ○ Navigation ○ Objectives ● Types of coffee beans <ul style="list-style-type: none"> ○ Product origin ○ Differences between beans used ○ Confidence in barista knowledge positively contributes to overall customer satisfaction ● Coffee bean grinds and usage <ul style="list-style-type: none"> ○ Importance of grind type ○ Maintaining consistent product outcome. ○ Reducing customer complaints about product consistency between branches ● Brewing equipment <ul style="list-style-type: none"> ○ Basic identification of brewing devices

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	<ul style="list-style-type: none"> ○ Identification of brewing equipment and styles positively contributes to product consistency and customer satisfaction ● Components of a well-made coffee <ul style="list-style-type: none"> ○ Explanation of the components of a good coffee ○ Utilizing the elements of good brewing contributes to consistent product outcome <ul style="list-style-type: none"> ■ Water ■ Time ■ Temperature ■ Turbulence ■ Filtration ■ Cleanliness ● Identification of menu items (coffee). <ul style="list-style-type: none"> ○ Baristas must be able to identify ingredients in different drinks ○ Correct identification of products reduces errors and contributes to successful product outcomes and customer satisfaction <ul style="list-style-type: none"> ■ Espresso ■ Steamed milk ■ Milk foam ■ customizable ● B.A.S.I.C. customer service expectations <ul style="list-style-type: none"> ○ New baristas must already possess a minimal level of customer service experience ○ Be respectful ○ Acknowledge mistakes ○ Smile ○ Initiate action ○ Comps upon request ● Peripheral Tasks (scenario-based) <ul style="list-style-type: none"> ○ Baristas must be able to multi-task ○ Restocking your work area ○ Awareness of customer safety issues ○ Informing manager of injuries ● Conclusion. <ul style="list-style-type: none"> ○ Summary of course objectives.
<p><i>Evaluation Plan</i></p>	<ul style="list-style-type: none"> - Knowledge checks for objectives related to product knowledge or outcome. - Interactions for objectives related to customer service. - Tracking customer complaints across consumer sites and internal logs to determine percentages of complaints related to baristas. - Percentages of barista complaints are evaluated every 30 days.