

Pre-Work Considerations



Who is my audience?

The learners will be customer service agents at a busy corporate call center that is often a high-stress environment.

They will need to visualize how to remain calm during stressful customer encounters.

The learners will be adults of different ages and backgrounds. These employees have been employed for this corporate telecommunications company for over 6 months year but less than 2 years. This HR training video will be part of a career progression plan that will enable them to a \$500 bonus upon training completion. The training must be engaging, accessible, and easily integrated into employees' busy schedules.

What is the purpose of this video?

This video tutorial will provide learners with a demonstration of how to handle difficult customer calls and use empathy, active listening, and de-escalation techniques to manage customer complaints. It will also provide opportunities for learners to reflect on their own experiences through embedded reflection prompts. Following the video, learners will be asked to complete a recorded video response that will allow them to integrate their knowledge. These prompts, mapped directly to the learning objectives, make these formative assessment steps transparent and authentic. These activities, structured together, also support Kolb's cycle: concrete experience → reflection → conceptualization → experimentation.

What do I want the audience to take away from this experience?

The audience or learner should be able to visualize or model the communication strategies shown in the video. These include active listening, using empathy to respond to customers' complaints, and repeating de-escalation techniques that have been demonstrated in the video tutorial. The embedded reflection prompts guide learners to consider how they have used these strategies or how they would plan to use them in the workplace. Learners will take away transferable workplace skills, not just stress management techniques.

Draw or Describe Your Shot



The background will be a busy call center environment.



Title: Managing Customer Complaints Under Stress

Shot Number: 1

Key Script Lines

“Welcome to this scenario on managing customer complaints under stress. You’ll hear a realistic customer interaction and practice applying conflict-management techniques that help you stay calm, empathetic, and solution-focused.”

Technical Notes

Transitions: Fade in from black. Text shoots in from left after 1 second.
Special effects: None.
Audio cues: Soft corporate music that fades in at 10% volume, Narration fades in at 70% volume, ambient office noise at 20%.
Visual: Title text fades in after 1 second; background image sharpens gradually.

Shot Type

Wide shot of a static image (call center)

Camera Movement

Slow push-in toward a single workstation (right bottom corner) to create focus on the text.

Draw or Describe Your Shot



Image of Facilitator facing camera

Key Script Lines

Narration: "Take a moment to reflect before we continue. Think about the last time you handled a difficult customer or colleague. Your past experiences shape how you respond under pressure."

Shot Type

Medium frontal shot

Technical
Notes

Transitions: Fade in from previous scene
Special effects:
Audio cues:

Camera Movement

Camera stays still (static shot – to reduce cognitive load)



Title: Your Turn: Reflection

Shot Number: 2

Draw or Describe Your Shot



Over-the-shoulder view of a customer service agent at their desk, screen showing a CRM interface.

Key Script Lines

Narration: "Now, let's explore the scenario. You answer the phone in a friendly voice. "Thank you for calling. How may I help you today?"
The customer begins with a complaint. Their voice rises in anger. [Blah blah blah blah] You feel your stress rise. What do you do?"

Shot Type

Over-the-shoulder and close-up.

Technical Notes

Transitions: Fade in from black; Cutaway to phone
Special effects: handheld video shake
Audio cues: Customer audio (blah blah blah) Voice rising in anger
fade-in after 1 sec., Reflection prompt appears with a soft chime after the phone rings.

Camera Movement

Slight handheld shake to subtly convey tension.
Cutaway: Quick close-up of the phone vibrating or ringing.



Title: Cut Scene: The Upset Customer

Shot Number: 3

Draw or Describe Your Shot



Icons represent different strategies.

Key Script Lines

First, let them vent for a moment. When they pause, you calmly begin the de-escalation process. Show you're actively listening by summarizing their key points. This shows you're paying attention and validates their feelings. Be sure to express empathy by saying things like, "I can see why that would be frustrating. Let's see what we can do to fix this." Then, shift the focus to solutions like, "Would you be open to a partial refund or discount?" Explain the solutions clearly and ask for their input. If tensions rise again, acknowledge it. "I understand you're still upset, and I want to assure you we're working towards a resolution. Following these steps helps de-escalate the situation. The customer feels heard and valued."

Shot Type

Clean medium shot of icons and text

Technical Notes

Transitions: Fade in from previous slide
Special effects: - Icons animate in one at a time (0.5 sec each).
Audio cues: Narration at 80% volume; ambient noise fades out completely.

Camera Movement

Slow left-to-right pan across icons (let them vent → active listening → empathy → acknowledge rising tension → solutions).



Title: How to De-Escalate Under Stress

Shot Number: 4

Draw or Describe Your Shot



Microphone. On screen text: "Record a 1-2 minute response demonstrating how you would de-escalate the conflict using at least one conflict-management technique."

Key Script Lines

"Now it's your turn. After hearing the scenario, record your response. Use techniques like reframing, interest-based problem solving, or active listening. Briefly explain your reasoning before responding as you would to a customer."

Shot Type

Medium shot of a neutral background with a microphone icon.

Camera Movement

Static

Technical Notes

Transitions: Fade in from previous scene.
Special effects: Animated waveforms around microphone . "Start Recording" button pulses gently.
Audio cues: Narration fades out before recording instructions appear.



Title: Your Turn: Practice the Response

Shot Number: 5

Storyboard Feedback



How could I better convey the central ideas of the script?

The core ideas of active listening, empathy, and solution-focused de-escalation came through clearly. I could strengthen them further by emphasizing the emotional shift at each step and highlighting the learner's internal decision-making more explicitly.

What could help to better engage the audience?

Adding more brief cutaway visuals or sound cues during tense moments could heighten immersion and maintain attention. I might also consider streamlining any repetitive narration; this would keep the pacing moving quickly in a more focused way.

Was my initial goal for this project accomplished?

Yes. I believe that the video successfully demonstrated appropriate strategies and gave learners a structured opportunity to practice them. It also blended visual and audio elements in a way that supported engagement, accessibility, and real-world skill transfer.