Course Title	Improving Customer Satisfaction	**Course Code**	CO 312
Module Title	Phone Etiquette	**Module No.**	2
Lesson Title	Be Polite	**Lesson No.**	3
Version No.	3	**Date:**	May 30, 2026

Learning Objective: Recognize difficult customer personality types and their communication behaviors.

Slide Name	Difficult Customer Profiles	**Slide**	M2L3S3

Display (Instructional content seen or heard by learner including images, screen text-any text that appears on the slide, or narration script)

Base Layer Visual:
Learner sees five avatars lined up representing the following character personas: Talker, Venter, Boss, Bully, Sufferer. Each avatar is a non-human, personified character in a unique color (not from the existing palette). Each avatar includes a name label.



Media & Timeline Notes Animation	**Media (No bullet points for easier copy/paste)**
0.0s – All avatar buttons appear but are disabled. **5.0s –** Narration begins. **After narration completes –** Instructions fade in. Transparent Shape allows learner to click buttons. Replay audio button appears. **Continue button** remains hidden until all five profiles are visited at least once.	*Audio_DifficultProfiles_Narration.mp3* *Every customer communicates differently. Handling their personalities requires a mix of active listening, tailored communication, and strategic steering.* *TheSufferer_Paint.png* *A blue blob-shaped character with a sad expression, wide eyes, and a drooping purple mouth.* *TheBully_Paint.png* *A gray brick block with furrowed eyebrows and a frowning expression.* *TheBoss_Paint.png* *A green cube-headed character in a suit, points sideways with a serious expression, wearing a wristwatch.* *TheTalker_Paint.png* *A yellow spiral figure with a smiling face and wide eyes, resembling a playful character.* *TheVenter_Paint.png* *An orange star-shaped cartoon face with an angry expression, raised eyebrows, wide eyes, and an open mouth.* *Green checkmark* *A white check mark is displayed inside a green circle.* **On-Screen Text:** Heading_DifficultProfiles_Instructions ***Select** an image to learn how to respond effectively to each difficult customer profile.*

Programming

Interaction Type

Click and Reveal – Allows learners to focus on one profile at a time while maintaining control over pacing.

Objects

Avatar	Images	Layers
btn_TheBoss	img_TheBoss	Info_TheBoss
btn_TheVenter	img_TheVenter	Info_TheVenter
btn_TheBully	img_TheBully	Info_TheBully
btn_TheSufferer	img_TheSufferer	Info_TheSufferer
btn_TheTalker	img_TheTalker	Info_TheTalker

- States: Normal, Hover, and Visited states for each avatar button. Visited displays a green checkmark and a green border.
- Initial State: Disabled
- Object Behavior: Show corresponding layer when user clicks avatar button. Fade 1s as one object, no effect on entrance. Each avatar should display their name.
- Layer Behavior: Each layer contains: avatar image, narration, guidance text, and a Close button. Closing a layer marks it as visited**.**

Instructions: Heading_DifficultProfiles_Instructions
- States: Normal and Hidden
- Initial State: Hidden
- Object Behavior: Instructions fade in at 1s when the audio completes.

Transparent Shape: btn_DisableScreen
- States: Normal and Hidden
- Initial State: Normal
- Object Behavior: Shape covers all buttons. Shape is hidden when the audio completes. This allows the learner to click the buttons. Learners never see this shape.

Narration: Audio_Intro_DifficultCustomerProfiles

Replay Audio button: btn_ReplayAudio_Intro
- States: Normal, Hover, and Hidden
- Initial State: Hidden
- Object Behavior: Button appears when audio completes. Fades in at 1s.

Continue Button: btn_Continue_DifficultProfiles
- States: Normal, Hover, and Hidden
- Initial State: Hidden
- Object Behavior: Hide until all five characters are visited.

Variables

- **ViewedCount** (number) starts at 0.
  - Purpose: Prevents learners from clicking the Continue button.
  - Behavior: Each layer increments `ViewedCount` **once** when closed for the first time.

    - Trigger: Set state of btn_Continue_DifficultProfiles to Normal, when Viewed Count changes, if ViewedCount=5
- **DiffProf_Ready** – starts at False.
    - Purpose: Allows layers show when audio completes.
    - Behavior: When audio completes, value is set to true, and learner can click on avatar.

Slide Triggers

- Set DiffProf_Ready to value False, when the timeline starts on this slide.
- Set `ViewedCount` to value 0 when the timeline starts on this slide.
- Play Audio_Intro_DifficultCustomerProfiles, when the timeline reaches first cue point.

Object Triggers

Audio_ Intro_DifficultProfiles

- Set DiffProf_Ready to value True, When Audio_Difficult Customer Profiles_lntro completes
- When Audio_Dlfficult Customer Profiles_lntro completes
    - Set state of Heading_lnstructions to Normal
    - Set state of btn DisableScreen to Hidden
    - Set state of btn_ReplayAudio_lntro - "Replay Audio" to Normal

btn Continue Difficultprofiles

- Jump to slide 3.1 Knowledge Check 1, When the user clicks btn Continue Difficultprofiles

btn_ReplayAudio_lntro

- When the user clicks btn_ReplayAudio_lntro
    - Stop audio Audio_Difficult Customer Profiles_lntro
    - Play audio Audio_Difficult Customer Profiles_lntro

Btn_AvatarName for each Avatar (see list above)

- If DiffProf_Ready = True
    - Show layer Info_AvatarName
    - When the user clicks btn_AvatarName

Slide Properties

- Next: Disabled
- Prev: Enabled
- Advance: By User
- When revisiting, resume saved state
- Player: Enable Closed Captions and Volume.

Audio

All audio should have closed captions.

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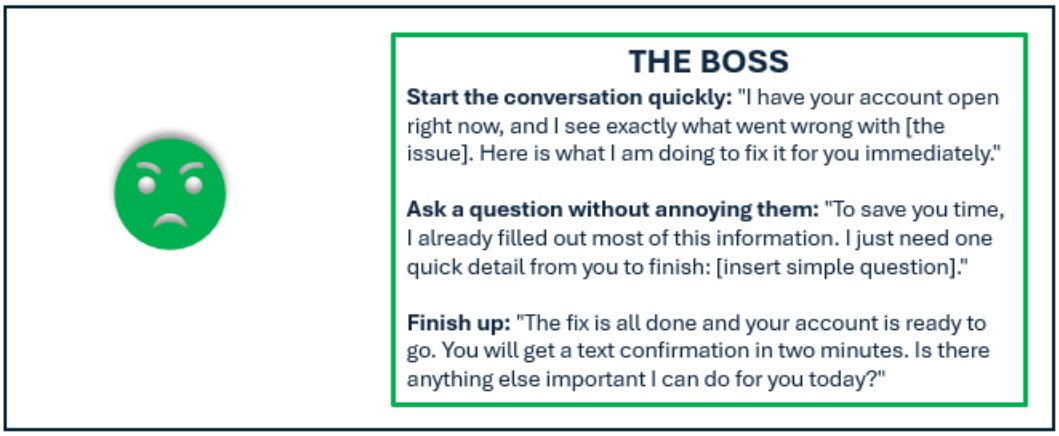
Using The Boss as the example. Media information for all listed in table at the end.

Layer Name	Info_TheBoss	**Slide/Layer#**	M2L3S2.1

Display (Instructional content seen or heard by learner including images, screen text-any text that appears on the slide, or narration script)

Voiceover Narration: Audio_DifficultProfiles_TheBoss.mp3



Media & Timeline Notes Animation	**Media (Image/Document, Audio, Music, Video) & Alt text (italics)**
0.0s – Avatar image fades in **0.0s** – Close button appears **5.0s** – Audio begins **10.0s** – Guidance text fades in All objects remain until layer is closed	*Audio_DifficultProfiles_TheBoss.mp3* *Bosses want fast results and do not want to waste time. They expect you to already know who they are and what is wrong. They might get annoyed if you ask too many questions. Be quick and get straight to the point. Do not make them wait.* *TheBoss_Paint.png* *A green cube-headed character in a suit, points sideways with a serious expression, wearing a wristwatch.* txt_ScriptGuidance_TheBoss *THE BOSS* *Start the conversation quickly: "I have your account open right now, and I see exactly what went wrong with [the issue]. Here is what I am doing to fix it for you immediately."* *Ask a question without annoying them: "To save you time, I already filled out most of this information. I just need one quick detail from you to finish: [insert simple question]."* *Finish up: "The fix is all done and your account is ready to go. You will get a text confirmation in two minutes. Is there anything else important I can do for you today?"*

Programming

For programming each layer, replace AvatarName with the corresponding avatar. Layer names are listed in the Base layer information.

Layer Objects

Replay Audio button: btn_ReplayAudio_AvatarName

- States: Normal, Hover, and Hidden
- Initial State: Hidden

- Object Behavior: Button appears when audio completes. This ensures that the learner doesn't click on the button while the audio narration plays. When learner revisits layer they can replay the audio and/or review the layer. Fades in duration of 1s.

Close Button: btn_Continue_AvatarName

- States: Normal, Hover, and Selected
- Initial State: Normal
- Object Behavior: Closes the layer. Fades in on the timeline at 1s.

Layers: info_AvatarName

Images	Audio	Script Guidance
Text (also for AltText) in italics		
img_Layer_TheBoss TheBoss_Paint.png *A green cube-headed character in a suit, points sideways with a serious expression, wearing a wristwatch.*	Audio_TheBoss Audio_DifficultProfiles_TheBoss.mp3 *Bosses want fast results and do not want to waste time. They expect you to already know who they are and what is wrong. They might get annoyed if you ask too many questions. Be quick and get straight to the point. Do not make them wait*	txt_ScriptGuidance_TheBoss *THE BOSS* *Start the conversation quickly: "I have your account open right now, and I see exactly what went wrong with [the issue]. Here is what I am doing to fix it for you immediately."* *Ask a question without annoying them: "To save you time, I already filled out most of this information. I just need one quick detail from you to finish: [insert simple question]."* *Finish up: "The fix is all done and your account is ready to go. You will get a text confirmation in two minutes. Is there anything else important I can do for you today?"*
img_Layer_TheVenter TheVenter_Paint.png *An orange star-shaped cartoon face with an angry expression, raised eyebrows, wide eyes, and an open mouth.*	Audio_TheVenter Audio_DifficultProfiles_TheVenter *Venters are mad. They might yell, interrupt you, and complain loudly about how unhappy they are. Let them finish talking without interrupting. Show them you understand their anger, and then focus on fixing the problem.*	txt_ScriptGuidance_TheVenter *THE VENTER* *Show you understand their anger: "I can hear how frustrating this has been for you, and you have every right to be upset. Thank you for telling me exactly how this made you feel."* *Move toward a solution: "Now that I understand the whole story, I want to make things right. Here is the very first thing I am going to do to fix this..."* *Handle an interruption calmly: "I want to make sure I take care of that for you. Let me finish this quick fix on your account first, and then we will handle that next part right away."*
img_Layer_TheBully TheBully_Paint.png *A gray brick block with*	Audio_TheBully Audio_DifficultProfiles_TheBully *Bullies make big demands and say*	txt_ScriptGuidance_TheBully *THE BULLY* *Calm things down and focus on the*

Images	Audio	Script Guidance
Text (also for AltText) in italics		
furrowed eyebrows and a frowning expression.	*things like "...or else!" They can sound dramatic, but you must stay calm and not take it personally. Stay calm and polite. Do not get angry back — just focus on what you actually can do to help.*	*facts: "I know this is very important to you, and I am going to do my best to find a solution. Let's look at what we can do right now to fix it."* *Handle a threat calmly: "I understand you are thinking about [the threat, like canceling], but I want to try everything I can to fix this for you first. The fastest way I can help you right now is by..."* *Set a polite boundary if they are too mean: "I want to do everything I can to help you today, but we need to talk through the details calmly so I can make sure I fix it correctly."*
img_Layer_TheSufferer TheSufferer_Paint.png *A blue blob-shaped character with a sad expression, wide eyes, and a drooping purple mouth.*	Audio_TheSufferer Audio_DifficultProfiles_TheSufferer *Sufferers feel like nothing you do will truly fix their problem. They believe the mistake has caused long-term trouble, and they blame the company. They might say "no" to perfectly good solutions. Show them you care about the trouble they've been through, and patiently offer a step-by-step fix to win back their trust.*	txt_ScriptGuidance_TheSufferer *THE SUFFERER* *Acknowledge their bad experience: "I know this situation caused a lot of trouble for you, and I am very sorry we let you down. I can't change what happened before, but I want to make things better today."* *Help them accept a solution: "I know a simple fix might not make up for all the hassle. But I would love to offer you [solution/gift] to help start making things right. Would you be willing to try that?"* *Show you care about the future: "I want to make sure this never happens to you again. Along with fixing this today, I am sharing this with my manager so we can do better next time."*
img_Layer_TheTalker TheTalker_Paint.png *A yellow spiral with googly eyes and an open mouth, labeled "The Talker."*	Audio_TheTalker Audio_DifficultProfiles_TheTalker *Talkers aren't sure what they want and just want someone to listen to them. Listen so they feel cared for, then gently guide them back to the problem.*	txt_ScriptGuidance_TheTalker *THE TALKER* *Show you are listening and change the topic: "I understand completely, and thank you for sharing that story with me! It really helps me see the whole picture. Let's look at how we can fix this for you today."* *Narrow down the choices: "It sounds like [the main problem] is the biggest issue right now. If we start by fixing that first, how does that sound?"* *Politely take back control of the conversation: "Thank you for walking*

Images	Audio	Script Guidance
Text (also for AltText) in italics		
		me through that! Based on what you told me, I think the best step is to [insert fix]. Should we go ahead and do that?"

- Img_Layer_AvatarName: Fades in at 1s as one object, no effect.
- Audio_AvatarName: Starts when the avatar completes it's entrance.
- Txt_ScriptGuidance_AvatarName: Fades in at 10s, as one object, no effect.

All Base Layer Objects: hidden from view manually.

Variables

Info_TheBossViewed
Info_TheVenterViewed
Info_TheBullyViewed
Info_TheSuffererViewed
Info_TheTalkerViewed

- Starts at False
- Purpose: Allows the ViewedCount variable to ensure each layer has been viewed before the Continue button appears.
- Behavior: When the close button is clicked on each layer, the learner can click on the Continue button on the slide and jump to the next slide.

Layer Triggers

- Pause Audio_Intro_DifficultProfiles, when the timeline starts on this layer.

Layer Object Triggers

Audio_AvatarName

- Set btn_ReplayAudio_AvatarName to Normal, when Audio_AvatarName completes.

btn_Close_AvatarName

- When the user clicks btn_Close_AvatarName
  - Hide this layer
  - Stop Audio_AvatarName
  - Add 1 to ViewedCount, if Info_AvatarName is False
  - Set InfoAvatarNameViewed to True, if InfoTheAvatarViewed is False

btn_ReplayAudio_AvatarName

- Stop Audio_AvatarName, when user clicks btn_ReplayAudio_AvatarName
- Play audio Audio_AvatarName, when user clicks btn_ReplayAudio_AvatarName

Img_Layer__AvatarName

- Play Audio_AvatarName, when animation Entrance on img_Layer_AvatarName completes

Layer Properties

- Visibility:
  - Enable Hide other slide layers
  - Allow Seeking: Automatically Decide
- Behavior:
  - Present as layer
  - Prevent User from clicking on other layers
  - Pause timeline of base layer
- Revisits: Resume saved state