

Customer Service

THE REQUEST:

To provide a video spoofing customer service

ATTENDEES:

New employees at a major airlines

THE EVENT:

The first segment of an online training program for new employee orientation

WHAT WE DID:

We created a 6-minute musical comedy video set in a gourmet coffee shop where the barista does not listen to what the customer wants. As the customer becomes increasingly frustrated, things comically escalate until the barista has an epiphany and all ends well. A coffee shop was chosen because it was a different industry than our client. This enabled the employees to get valuable information without feeling confronted or threatened and, by starting with humor, they could relax and be more receptive to the training.

RESULTS

The project manager was pleased with the level of talent, ease, preparedness and professionalism we brought to the film shoot.

"This was EXACTLY what we were looking for! It set the context for the spirit of our company's culture and let the new employees know that a big part of customer service is having a good time within our team and with our customers."



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