

Storyboard Demonstration – *Managing Customer Complaints*

TECH5243

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Pre-Work Considerations



Who is my audience?

Corporate employees participating in a stress management training module.

What is the purpose of this video?

To model how to handle customer complaints using empathy, active listening, and de-escalation techniques.

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

Learners should be able to respond calmly to upset customers, express empathy, use reflective language, and offer clear solutions.

Draw or Describe Your Shot

Split-screen view: on one side, a calm employee answers the phone; on the other side, a visibly upset customer. Use sound icons or text to indicate “phone ringing” and a raised voice tone.



Key Script Lines

“Thank you for calling. How can I help you today?” (Customer begins to yell)

Shot Type

Medium shot of both characters (split screen or side-by-side frames).

Camera Movement

Static, with sound effects (phone ringing, murmuring) used to build tension.



Title: The Complaint Call

Shot Number: Scene 1

Draw or Describe Your Shot

Close-up on the employee's face, showing stress (sweat, hand on forehead). Background shows a faint visual of a heartbeat or pulse animation to mirror internal stress.



Key Script Lines

“You feel your stress rise. What do you do?”

Shot Type

Close-up

Camera Movement

Slight zoom in to emphasize tension. Subtle background audio: heart sound.



Title: Rising Stress

Shot Number: Scene 2

Draw or Describe Your Shot

Employee leaning forward with a calm body language. A thought bubble appears showing key phrases like, "I can see why that would be frustrating," and "Let's see what we can do."



Key Script Lines

"Show you're active listening... Express empathy... Let's see what we can do to fix this.."

Shot Type

Medium shot with overlay graphics (text bubbles or icons).

Camera Movement

Pan from employee's face to on-screen solution options. Background audio transitions to soft chime.



Title: De-escalation in Action

Shot Number: Scene 3

Draw or Describe Your Shot

Customer's tone softens. A speech bubble shows: "Thank you listening." The employee smiles slightly. Background softens into a calming office ambiance.



Key Script Lines

"The customer feels heard and valued."
"These audio enhancements reinforce the emotional dynamics."

Shot Type

Over the shoulder (employees POV) showing calm resolution.

Camera Movement

Slow zoom out to show both parties relaxed. Background fades into calming ambiance.



Title: Resolution & Reflection

Shot Number: Scene 4

Storyboard Feedback



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

The central idea, using empathy and active listening to manage customer complaints, was clearly conveyed through the audio and visual elements in each scene. However, I could enhance clarity by more explicitly showing the before and after impact of the employee's communication (e.g., including a quick visual of the customer's change in tone or facial expression between scenes). A stronger contrast between ineffective and effective responses could also reinforce the learning point.

What could help to better engage the audience?

To improve engagement, I could include more reflective or interactive cues on screen, such as questions like "What would you say in this moment?" or quick pop-up tips (e.g., "Use paraphrasing here!"). Additionally, showing emotional facial expressions from both employees and customers could create deeper empathy and immersion. I might also reconsider the pacing, ensuring that each scene allows time for the learner to absorb key takeaways without rushing.

Was my initial goal for this project accomplished?

Yes, the goal of modeling empathetic and solution-oriented customer service communication was achieved. The storyboard walks learners through a realistic, emotionally grounded scenario and provides tools to handle stress and complaints effectively. The audio design principles and visual choices support the learner's emotional and cognitive engagement throughout the experience.