

## Auto-Billing Scenario

You've been asked to train Customer Service Representatives (CSRs) on auto-billing, where monthly payments are automatically deducted from a customer's credit card or bank account. The goal is to offer the service to customers who call to make a late payment and get 75% of them to sign-up.

Your needs analysis revealed that CSRs don't consistently offer auto-billing to customers who pay late because they don't know how to use the auto-billing offer as a way to de-escalate a customer who is upset about a late payment fee. A survey of CSRs also revealed most don't know all of auto-billing's features and benefits, such as a one-time waiver of a late payment fee when a customer signs up.

### Activity

Write an A-B-C-D learning objective for the training described above.

**A = Audience:**

**B = Behavior:**

**C = Condition:**

**D = Degree:**

**A-B-C-D objective:**