

myOrders training

VIDEO SCRIPTS

WEDNESDAY, DECEMBER 11

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VIDEO 1: RECEIVING OVERVIEW

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES								
Animated video with b-roll and voice-over (VO)	<ul style="list-style-type: none"> narrator associate (b-roll only) 	<ul style="list-style-type: none"> none 	<ul style="list-style-type: none"> Title screen and accent color: "CSR Purple" <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td><i>Light</i></td> <td><i>Dark</i></td> </tr> <tr> <td>R: 145</td> <td>R: 127</td> </tr> <tr> <td>G: 149</td> <td>G: 128</td> </tr> <tr> <td>B: 181</td> <td>B: 167</td> </tr> </table> Text in quotes correlate to text on-screen. Title screens only when indicated. 	<i>Light</i>	<i>Dark</i>	R: 145	R: 127	G: 149	G: 128	B: 181	B: 167
<i>Light</i>	<i>Dark</i>										
R: 145	R: 127										
G: 149	G: 128										
B: 181	B: 167										

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"CSR Training: Receiving Overview"
2.	Narrator	"As a CSR, you will be responsible for shipping and receiving merchandise to and from our product warehouses, other David's stores, and to customers."		remain on title screen
SCENE 1: THE MERCHANDISE				
1.	Title Screen	----->		"The Merchandise"
2.	Narrator	<p>"When merchandise boxes arrive at your store, you will unpack and process them, ensuring all items are accounted for and in first-quality condition, and you'll place them where they belong in your store.</p> <p>"We call this process, 'receiving', and it is done through our shipment tracking system called myOrders. You'll learn more about how to use the myOrders system to complete this process in the sections that follow."</p>		b-roll of general receiving process
3.	Narrator	<p>"The merchandise you will receive will be either:</p> <ul style="list-style-type: none"> Special Order merchandise for customers who will pick them up from your store, or Replenishment merchandise to be put on out on the sales floor." 		animation of types of merchandise as described
4.	Narrator	"You will process the incoming merchandise within 24 (48) hours of receiving it, so that customers can pick up their special orders, and new merchandise can be placed out on the sales floor right away for our customers to try on and buy.		b-roll of general receiving process

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
THE RECEIVING ROOM				
1.	Title Screen	----->		"The Receiving Room"
2.	Narrator	<p>"Think of your receiving room as your store's waiting room. It is set up to accommodate</p> <ul style="list-style-type: none"> • merchandise that is waiting for customer pickup – either layaway or special orders • merchandise that is waiting to be shipped back to the warehouse, or to another store • and even damaged merchandise waiting to be marked out of stock (which we call MOS)." 	pause between each list item	b-roll of special order racks, damage rack, etc. as described. ensure racks labels are shown
3.	Narrator	<p>"Your receiving room should be neat and clean at all times, with all merchandise identified and in its proper place.</p> <p>"A clean and organized receiving room ensures we are always ready for customers to pick up their special orders, and makes the receiving process ease."</p>		b-roll of wide slow pan of receiving room

VIDEO 2: STAGING YOUR SHIPMENT

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Video with b-roll and VO	narrator		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Staging Your Shipment"
2.	Narrator	"Before you begin receiving shipments, you will set up your work area to make the process more efficient, and help you complete the process according to standards."		remain on title screen
WORK AREA SETUP				
1.	Narrator	"Use three rolling racks: one to hold special order items while they are being scanned, one to hold special order items once they have been scanned, and one for replenishment merchandise that needs to be placed out on the sales floor."		b-roll of associate hanging gowns on rolling rack, maybe scanning items on rack too corner/side text bullet: "3 Rolling Racks"
2.	Narrator	"You will use the A-to-Z dividers to alphabetize the special order items. Place them on one of the racks."		b-roll of associate placing A-Z dividers on a rack add bullet: "A-Z Dividers"
3.	Narrator	"For non-hanging merchandise, you will use tables or boxes to separate special order items from replenishment."		b-roll of associate taking non-hanging item out of box and placing it on table or in box add bullet: "Sorting Tables or Boxes"
4.	Narrator	"You will also need plastic hanging pouches for the transfer receive items. You'll learn more about how and why you'll use these items later in your training."		b-roll of associate placing packing slip in plastic pouch and hanging on hanger
5.	Narrator	"You'll need a scanner that is charged and logged into the myOrders app."		b-roll of associate taking a scanner from the scanner charger add bullet: "Scanner"
6.	Narrator	"Test your scanner to make sure it's ready to go. If the scanner doesn't work, close the myOrders app and then log back in."		show associate testing scanner on hand

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
7.	Narrator	"You will need a retractable box cutter to open the packages."		b-roll of box cutter being set down on a surface next to a scanner add bullet: "Box Cutter"
8.	Narrator	"Lastly, you will need a trash box to keep your work area neat as you open and unpack boxes. You can use one of the empty shipment boxes after you're done processing it."		b-roll of associate taking last item out of shipment box add bullet: "Trash Box"
SORTING YOUR PACKAGES				
1.	Title Screen	----->		"Prioritizing Packages"
2.	Narrator	"The packages you'll receive can come from several places: <ul style="list-style-type: none"> • Transfer Receive Shipments come from other David's stores • Warehouse Shipments come from our David's warehouses • and Vendor Shipments come directly from the companies who make the merchandise 	pause between each list item	animation of shipment types (package icons?) as described
3.	Narrator	"The order in which you process received packages makes a difference. "You will process the Transfer Receive packages first. Transfer Receives are usually in a plastic bag-type envelope, with a return address of one of our distribution centers."		"Receiving Sequence: 1. Transfer Receives 2. Warehouse Shipments 3. Vendor Shipments"
1.	Narrator	"Next you'll process Warehouse Shipments. These will also have a return address of one of our distribution centers, but they will come in boxes instead of bags."		(show numbers when described)
2.	Narrator	"Last you'll process the Vendor Shipments, which will have a return address of one of our vendors."		
3.	Narrator	"Don't worry, with some practice, you'll be able to tell the package types apart in no time!"	encouraging	b-roll of panning all packages
RECEIVING SAFETY				
1.	Narrator	"No matter the type of package, you should be very careful moving and opening them."		use safety indicator
2.	Narrator	"Always open the packages by cutting away from your body."		b-roll of associate opening box, sliding knife away from body
3.	Narrator	"When opening bag-type envelopes, be careful not to cut item inside the envelope."		b-roll of associate shaking bag, then opening with knife away from body

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Narrator	"Slide larger boxes across the floor when possible."		b-roll of associate sliding box
5.	Narrator	"If you must lift a large box, be sure to lift with your knees and not your back."		b-roll of associate lifting box correctly

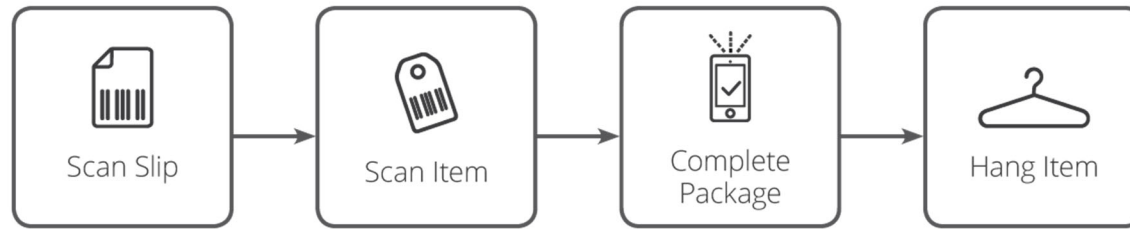
VIDEO 3: PROCESSING TRANSFER RECEIVES

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Video with b-roll and VO	narrator		<ul style="list-style-type: none"> let the actions of the process dictate the pace of the video, not the VO; ensure point is made before continuing VO process graphic example after script

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Processing Transfer Receives"
2.	Narrator	<p>"The first merchandise you'll process are the Transfer Receives.</p> <p>"Remember, a Transfer Receive contains merchandise from another David's Bridal location, to fulfill a special order that a customer placed in your store."</p>		remain on title screen
THE PROCESS				
1.		<p>"When processing transfer receives, open one package at a time. For each package, you will:</p> <ul style="list-style-type: none"> scan the barcode on the packing slip scan the item in the package close out the package in the system and hang the item on the special order rack <p>"Let's take a closer look at this process from start to finish."</p>		solid bg, show process graphic, highlight each as described
1. SCAN SLIP				
1.	Title Screen	----->		solid bg with "Scan Slip" graphic highlighted
2.	Narrator	"On the myOrders home screen on the scanner, touch <i>Receive</i> then touch <i>Packages</i> ."		<p>associate action: touch iPod screen</p> <p>on-screen iPod shows: manipulation as described</p>
3.	Narrator	"Scan the barcode on the packing slip and touch <i>Done</i> ."		<p>associate action: scan packing slip and touch screen</p> <p>on-screen iPod shows: manipulation as described</p>
4.	Narrator	"The package contents will show on the screen."		on-screen iPod shows: list of 1 item shows on screen

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
2. SCAN ITEM				
1.	Title Screen	----->		solid bg with "Scan Item" graphic highlighted
2.	Narrator	"Next, scan the item and touch <i>Done</i> . There is usually only one item in a transfer receive package."		associate action: scan item and touch screen on-screen iPod shows: item dialog box when scanned, item list when <i>done</i> is touched
3. COMPLETE PACKAGE				
1.	Title Screen	----->		solid bg with "Complete Package" graphic highlighted
2.	Narrator	"Touch <i>Finish</i> after the item is scanned."		associate action: touch screen on-screen iPod shows: manipulation as described
3.	Narrator	"Then click submit to complete that package."		associate action: touch screen on-screen iPod shows: manipulation as described
4. HANG ITEM				
1.	Title Screen	----->		solid bg with "Hang Item" graphic highlighted
2.	Narrator	"Place the packing slip into the plastic pouch and keep it with the item." "This is a very important step, because the packing slip is the only way you can identify the customer who will be picking up the merchandise." "Move the items from the scanning rack to the special order rack, placing them between the dividers in alphabetical order by customers' last name."		b-roll of associate placing packing slip in pouch, placing pouch on hanger and placing hanger between A-Z dividers
3.	Narrator	"Repeat this process until all Transfer Receive packages have been processed."		b-roll, grabbing or opening another package

Process Graphic:



VIDEO 4: PROCESSING WAREHOUSE SHIPMENTS

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Video with b-roll and VO	narrator		<ul style="list-style-type: none"> let the actions of the process dictate the pace of the video, not the VO; ensure point is made before continuing VO process graphic example after script

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Processing Warehouse Shipments"
2.	Narrator	<p>"The next merchandise you'll process are Warehouse Shipments.</p> <p>"Remember, Warehouse Shipments typically come in large boxes with a return address of one of our distribution centers.</p> <p>"These shipments could contain either special orders or replenishment merchandise."</p>		remain on title screen

THE PROCESS OVERVIEW				
1.		<p>"When processing warehouse shipments, you will first:</p> <ul style="list-style-type: none"> scan the package barcode remove and separate the items scan the special order items (if any) close out the package in the system after you're done processing the items, you will hang any special order items on the special order rack <p>"You will always complete this entire process for each package once you begin, and never leave a package unfinished.</p> <p>"Let's take a closer look at this process from start to finish."</p>		solid bg, show process graphic, highlight each as described

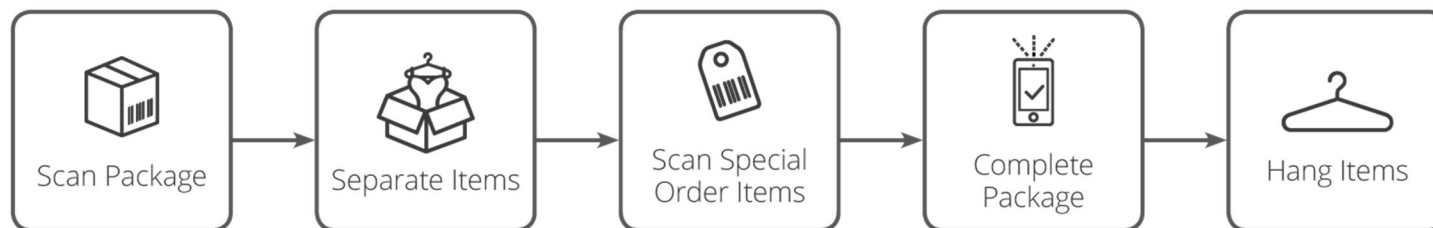
1. SCAN PACKAGE				
1.	Title Screen	----->		solid bg with "Scan Package" graphic highlighted
2.	Narrator	"On the myOrders home screen on the scanner, touch <i>Receive</i> then touch <i>Packages</i> ."		<p>associate action: touch iPod screen</p> <p>on-screen iPod shows: manipulation as described</p>

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
3.	Narrator	<p>"Scan the package barcode, which is normally located inside the box, and you will get the Package Received dialog box.</p> <p>"This dialog box will show how many replenishment items are in the package. If there are other items in the package, those are special order items."</p>		<p>associate action: scan package barcode inside box</p> <p>on-screen iPod shows: Package Received dialog shows box after scan</p>
4.	Narrator	"Touch <i>Done</i> to close the Package Received dialog box. The system will automatically add the replacement items to your store's inventory."		<p>associate action: touch the screen</p> <p>on-screen iPod shows: done button pressed</p>
5.	Narrator	<p>"But sometimes a package you receive may not have replenishment merchandise.</p> <p>"If you scan a package that does not include replenishment—that is to say, if it only includes special order items—you'll receive a message instead of the Package Received dialog box."</p>		<p>cut scene/flash to indicate we're looking at a new package without replen.</p> <p>associate action: scan carton barcode</p> <p>on-screen iPod shows: Package Not Found dialog box.</p>
6.	Narrator	"Simply touch <i>Ok</i> and then continue as normal."		associate action: touch iPod screen
2. SEPARATE ITEMS				
7.	Title Screen	----->		solid bg with "Separate Items" graphic highlighted
8.	Narrator	"After the package barcode is canded, remove the items from the package and separate special order items from replenishment items (if the package contains both)."		b-roll of associate putting scanner down and grabbing items from package to look at VCN stickers
9.	Narrator	<p>"Here's how you can tell special order items apart from replenishment: Simply look at the VCN sticker, which is usually found on the item's hanger.</p> <ul style="list-style-type: none"> • special order items will have a customer name • replenishment items will be labeled 'replenishment', 'allocation' (or will have no VCN sticker at all) 		<p>b-roll of associate looking at hanger while pulling item out of box</p> <p>b-roll of VCN sticker displaying customer name as described</p> <p>b-roll of VCN sticker displaying 'replenishment' as described</p>
10.	Narrator	"All special order items will need to be hung on the rack to be scanned.		b-roll of associate hanging items on rack
11.	Narrator	"Some items, such as wedding gowns will need to be unpacked and hung."		b-roll of associate taking gown package from box and placing on table

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
12.	Narrator	"Other items such as shoes or sashes will need to be placed in a bag, then hung."		b-roll of associate placing item in bag and bag on hanger
13.	Narrator	"Always transfer the VCN sticker for the item onto its new hanger."		b-roll of associate attaching VCN sticker to hanger with bag
14.	Narrator	"If the package also contains replenishment items, hang those on the replenishment rack."		b-roll of associate hanging items on rack
15.	Narrator	"Replenishment items do not need to be scanned, so you are done with those for now."		
3. SCAN SPECIAL ORDER ITEMS				
16.	Title Screen	----->		solid bg with "Scan Special Order Items" graphic highlighted
17.	Narrator	"Process the special order items by first scanning the VCN sticker, and then scanning the barcode on the item's price ticket."	pause between each action	associate action: scan VCN sticker, then scan item ticket on-screen iPod shows: actual screens/feedback TBD
18.	Narrator	"Touch <i>Done</i> twice after scanning each item's price ticket."		associate action: touches screen twice on-screen iPod shows: done button pressed twice, goes back to screen TBD
19.	Narrator	"Repeat the process for each special order item hanging on the scanning rack. Let's take a look at that again: <ul style="list-style-type: none">• first scan the VCN sticker• then scan the pricing ticket• then touch <i>Done</i> twice."		associate action: show all scanning actions again as described on-screen iPod shows: show all scanning screens as shown previously
4. COMPLETE PACKAGE				
20.	Title Screen	----->		solid bg with "Complete Package" graphic highlighted

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
21.	Narrator	<p>"After all items have been scanned, check the list of items for anything you may have missed.</p> <p>"Items with a green indicator have been scanned. If you've missed any items, find the item and re-scan it."</p>		<p>associate action: looks at iPod, scrolls, sees item, looks for item on rack, rescans</p> <p>on-screen iPod shows: list of completed items scrolls (with one item not green), then scanning process again for missing item</p>
22.	Narrator	"Touch <i>Finish</i> after all special order items from the package are scanned."		<p>b-roll of associate next to empty scanning rack (or full so rack)</p> <p>associate action: touch screen</p> <p>on-screen iPod shows: manipulation as described</p>
23.	Narrator	"Then click submit to close out that package."		<p>associate action: touch screen</p> <p>on-screen iPod shows: manipulation as described</p>
5. HANG ITEMS				
24.	Title Screen	----->		solid bg with "Hang Items" graphic highlighted
25.	Narrator	"Move the special order items from the scanning rack to the special order rack, placing them between the dividers alphabetically by customers' last name."		b-roll of associate placing items on rack with A-Z dividers
26.	Narrator	"Repeat this process with the next packages until all Warehouse Shipments have been processed."		b-roll, general scanning

Process Graphic:



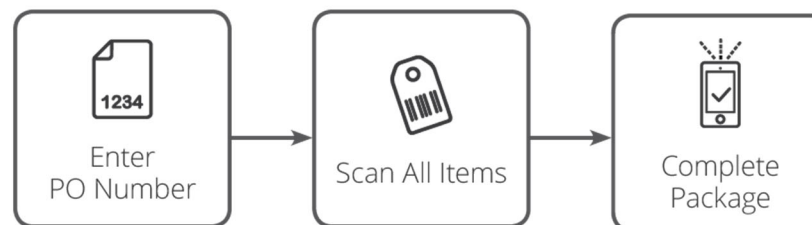
VIDEO 5: PROCESSING VENDOR SHIPMENTS

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Video with b-roll and VO	<ul style="list-style-type: none"> narrator 		<ul style="list-style-type: none"> let the actions of the process dictate the pace of the video, not the VO; ensure point is made before continuing VO process graphic example after script

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"myOrders: Processing Vendor Shipments"
2.	Narrator	"The last merchandise you will process will be Vendor Shipments. "Remember, Vendor Shipments come directly from the companies who make our merchandise."		remain on title screen
PROCESS OVERVIEW				
1.	Narrator	"When processing Vendor Shipments, open one package at a time. For each package, you will: <ul style="list-style-type: none"> enter the package's PO number scan all items in the package close out the package in the system "Let's take a closer look at this process from start to finish."		solid bg, show process graphic, highlight each as described
1. ENTER PO NUMBER				
1.	Title Screen	----->		solid bg with "Enter PO Number" graphic highlighted
2.	Narrator	"On the myOrders home screen on the scanner, touch <i>Receive</i> then touch <i>Drop Shipment</i> ."		associate action: touch iPod screen on-screen iPod shows: manipulation as described
3.	Narrator	"Touch <i>Search</i> , then type in the PO number shown the packing slip. If there is no packing slip, use the PO number on the outside of the package."		associate action: types 10-digit code on-screen iPod shows: 10-digit code being entered

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Narrator	"Then touch <i>Search</i> . "Touch the package that comes up."		<i>associate action</i> : touches screen twice <i>on-screen iPod shows</i> : manipulation as described
2. SCAN ITEMS				
1.	Title Screen	----->		solid bg with "Scan All Items" graphic highlighted
2.	Narrator	"Scan the price ticket of each item in the package. Touch done after each item." "If you have hanging items, hang them on the replenishment rack. You do not need to hang the non-hanging items just yet. You'll prepare this merchandise to be placed on the sale floor at a later time."		<i>associate action</i> : scanning several items <i>on-screen iPod shows</i> : screens TBD action continues through VO
3. COMPLETE PACKAGE				
1.	Title Screen	----->		solid bg with "Complete Package" graphic highlighted
2.	Narrator	"After you're done scanning, check the list on the screen to make sure all the items were scanned."		<i>associate action</i> : looks at screen <i>on-screen iPod shows</i> : shows list
3.	Narrator	"Touch <i>Finish</i> , then touch <i>Submit</i> to complete that package. Then touch <i>Okay</i> ."		<i>associate action</i> : touching screen as described <i>on-screen iPod shows</i> : screens TBD
4.	Narrator	"Repeat this process until all vendor shipments are processed."		b-roll, general

Process Graphic:



VIDEO 6: VERIFY RECEIPT

VIDEO SUMMARY
Video with b-roll and VO

REQUIRED TALENT	PROPS	NOTES
• narrator		(no b-roll, iPod and finger only)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Verify Receipt"
2.	Narrator	"Each day, once all of your packages have been sorted and scanned, you will confirm you're done—and check for any missing items you did not scan—by using the Verify Receipt function of the myOrders app."		remain on title screen
PROCESS				
1.	Narrator	"On the myOrders home screen on the scanner, touch <i>Receive</i> then touch <i>Verify Receipt</i> ."		iPod manipulated as described
2.	Narrator	"If no items are missing, you will receive an alert."		iPod shows alert
3.	Narrator	"Touch OK, and that's it."		finger touching <i>Ok</i> button
4.	Narrator	"The system will automatically add the new items to your store's inventory, and tomorrow, it will automatically contact the customers whose special orders have arrived. No further action is needed."		animation of check mark next to: "Add New Items to Inventory" and "Contact Special Order Customers"
5.	Narrator	"But, if an item or items are missing, you'll see a list of packages with missing items."		flash / cut scene iPod shows list of 2 packages
6.	Narrator	"Touch the first package from the list, and then touch <i>View Details</i> ."		iPod manipulated as described
7.	Narrator	"You will now see a list of every item that arrived in that package."		iPod shows list of items
8.	Narrator	"Items without a green indicator have not been scanned—Maybe you were scanning too quickly and missed the item. "Search for the unscanned item in your work area, including your racks and empty boxes."		highlight grayed-out indicator(s)
9.	Narrator	"If you find the missing items, simply go back to the receive menu, touch <i>Package</i> and re-scan the items like before."		iPod manipulated as described

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
10.	Narrator	"If you cannot find the missing item, touch <i>Verify</i> , and a new item will be ordered automatically."	emphasize cannot	iPod manipulated as described animation of check mark next to text: "Missing Item Re-Ordered"
11.	Narrator	"Touch <i>Submit</i> , and then touch <i>Ok</i> ."		iPod manipulated as described
12.		"If there are more packages with missing items, repeat the process until you receive the message that lets you know that you are done, and there are no more missing items."		iPod shows list of 1 package
13.		"...and then touch <i>Ok</i> ."		iPod manipulated as described

VIDEO 7: STATUS CHANGE

VIDEO SUMMARY
Video with b-roll and VO

REQUIRED TALENT	PROPS	NOTES
• narrator		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Exceptions: Status Change"
PROCESS				
1.	Narrator	"The most common exception you'll receive while processing Warehouse Shipments is when an item's original order was changed or cancelled after it was already shipped. We call this a 'Status Change'."		associate action: scans VCN sticker and looks at screen on-screen iPod shows: Package Received dialog box with "Note: Order cancelled, please move to transfer process area."
2.		"If you receive this message after scanning a VCN sticker, move the item to the side, and touch <i>done</i> on the scanner. You will move the item to the sendback area."		associate action: puts item aside and touches iPod on-screen iPod shows: Done button is pressed
3.	Narrator	"...and continue scanning the rest of the items normally."		b-roll, general scanning

VIDEO 8: UPC NOT FOUND

VIDEO SUMMARY
Video with b-roll and VO

REQUIRED TALENT	PROPS	NOTES
• narrator		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Exceptions: UPC Not Found"
PROCESS				
1.	Narrator	"Another common exception you could receive while processing special order items is <i>UPC Not Found</i> ."		associate action: scans item and looks at screen on-screen iPod shows: UPC Not Found error message
2.	Narrator	"This could mean the item didn't scan correctly, so the first thing you should do when you receive this error is to <i>Rescan</i> the item."		associate action: touch screen and rescan the item on-screen iPod shows: Rescan button touched
3.	Narrator	"If you receive the error again, then the item you scanned doesn't match the item ordered by the customer shown on the VCN sticker."		associate action: scans item and looks at screen on-screen iPod shows: UPC Not Found error message
4.	Narrator	"Move the mismatched item to the side to be sent back to the distribution center, and touch <i>Receive to Stock</i> on the scanner."		associate action: move item to table and touch screen on-screen iPod shows: Receive to Stock button is pressed
5.	Narrator	"Continue scanning the rest of the items normally. "Later, when you verify receipt, another special order will be automatically placed."		b-roll, general scanning

VIDEO 9: FIRST-QUALITY FAILS

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Video with b-roll and VO	• narrator		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"First-Quality Fails"
2.	Narrator	"Earlier in your training you learned about the importance of ensuring customers receive only first-quality merchandise that is in pristine condition. "After you process the received packages, you will inspect each item to ensure it is in first-quality condition."		remain on title screen
3.	Narrator	"If you notice an item is damaged or not in first-quality while processing the incoming packages, scan it in as normal, but set it aside."	emphasize 'while'	b-roll of associate placing item aside (location TBD)
4.	Narrator	"What you do with items that fail the first-quality check depends on the type of merchandise it is..."		b-roll of associate checking gowns and taking one out to set aside
FIRST QUALITY FAILS: REPLENISHMENTS				
1.	Title Screen	----->		"Replenishment First-Quality Fails"
2.	Narrator	"If the item is a replenishment, you will set it aside. When you are done receiving, you will fill out a purple Damage ticket and take the item to alterations to begin the MOS process. Remember, MOS stands for Marked out of Stock."		b-roll of MOS line
FIRST QUALITY FAILS: SPECIAL ORDERS				
1.	Title Screen	----->		"Shorting a Special Order"
2.		"Special order items that fail the first-quality check will be removed from the order (which we call 'shorting the order') after you've processed all the packages, and you've verified receipt."		
3.		"You must short the order the same day you scanned-in the damaged item. "Otherwise, the customer will be contacted automatically, letting them know their item is ready for pickup when it is actually not. This could result in a customer service issue."		text on screen: "You must short the order the same day."

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Narrator	"To begin shorting the order, you will log into the Manhattan system on the receiving computer."		show user logging in to Manhattan
5.	Narrator	"Enter the order number into the <i>Reference Order</i> field and click <i>Apply</i> ."		screen manipulated as described
6.	Narrator	"From the list that appears, click on the order number, and a list will appear with all of the items in that order."		screen manipulated as described
7.	Narrator	"Click the small box next to the item you want to short. A check box will appear."		screen manipulated as described
8.	Narrator	"Click the <i>Cancel Lines</i> button below the list."		screen manipulated as described
9.	Narrator	"In the box that appears, select MOS (product damaged) from the reason code drop down list."		screen manipulated as described
10.	Narrator	"Click <i>Save</i> to short the order. "The system will automatically trigger a new order for the customer, to ensure the merchandise she receives is in first quality condition."		remain on last/result screen
11.	Narrator	"When you are done shorting the order, you will fill out a purple Damage ticket and take the item to alterations to begin the MOS process."		

CSR VIDEO: SPECIAL ORDER PICKUPS

VIDEO SUMMARY	REQUIRED TALENT	PROPS	NOTES
Full video with interaction at the CSR desk of customer picking up special order.	<ul style="list-style-type: none"> • Narrator • CSR • Customer • Stylist (Rachael) 	<ul style="list-style-type: none"> • gown in garment bag • iPad • photo ID 	<ul style="list-style-type: none"> • see b-roll shot list (attached) for complete filming needs • speaking parts to be field-verified by LS • process graphic attached

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Title Screen	----->		"Special Order Pickups"
2.	Narrator	<p>"When a customer's special order arrives in your store, she'll receive a notification to stop by and pick it up. This is a special moment for her: the dress or gown of her dreams has finally arrived, and she's so excited to pick it up!</p> <p>"She's expecting the same great service she had while searching for <i>the one</i> during her first visit.</p> <p>"In this video, you will learn how to use the myOrders system on the iPad to deliver an exceptional special order pickup experience!"</p>		remain on title screen, fade to b-roll
OVERVIEW VO				
1.	Narrator	<p>"When she arrives in store to pick up her merchandise, you will greet her warmly with a smile, and ask for the name on the order.</p> <p>"Special orders are listed under the customer's name, or her phone number."</p>		b-roll, general process graphic, grayed out
2.	Narrator	<p>"Search for the customer's order using the myOrders app on the iPad. You can search by typing any part of the customer's first or last name."</p> <p>"When you've found the order, touch it, and have the her confirm this is the order she's picking up.</p> <p>"If the information is correct, touch <i>Verify</i>."</p>		b-roll of associate typing on iPad 'verify order' graphic highlighted
3.	Narrator	<p>"Politely ask for photo identification.</p> <p>"If the person picking up the order is not the customer shown, type the name on the photo ID into the <i>Comments</i> field of the pickup screen."</p>		<p>b-roll of associate making photo id gesture with hands</p> <p>'check ID' graphic highlighted</p> <p>on-screen iPad shows: name being typed into <i>Comments</i> field</p>

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Narrator	"Page a Stylist or a Floor Manager to pull the customer's order."		b-roll of associate on phone 'pull order' graphic highlighted
5.	Narrator	"The Stylist or Floor manager will find her order on the special order pickup rack, which is organized in alphabetical order by the customer's last name."		b-roll of special order rack
6.	Narrator	"When her order comes out, have her sign the iPad verifying she's received the order."		b-roll of associate handing iPad to customer who signs with finger 'get signature' graphic highlighted
7.	Narrator	"Encourage her to try on her garment, and schedule her alterations appointment afterward if necessary. "If a stylist is not available to help her try on her garment, page the floor manager to escort her to a fitting room. You can also enlist the help of an alterations associate if the floor manager is unavailable."		b-roll of stylist bringing garment bag out and CSR talking to customer 'try on order' graphic highlighted
8.	Narrator	"Now let's see this in action. Observe how the CSR follows all five of these steps when a customer comes in to pickup her special order."		

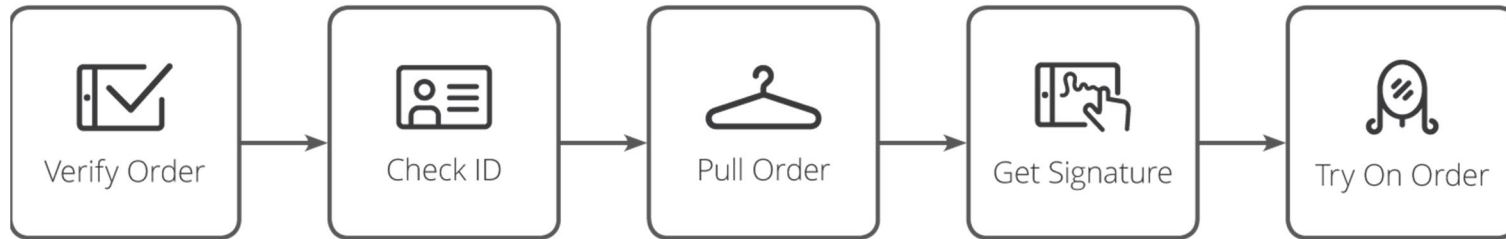
EXAMPLE INTERACTION

1.	Customer	----->	enter scene	
2.	CSR	"Hi, welcome to David's Bridal, what special occasion brings you in today?"	at desk, warm	
3.	Customer	"Hi, I'm here to pick up my wedding gown. I got an e-mail saying it was here."	anticipating	
4.	CSR	"Okay, great, I can help you with that. What's the name on the order?"	pulls out iPad and opens myOrders app	<i>on-screen iPad shows:</i> myOrders app opening
5.	Customer	"Kelsey Wilkinson"		
6.	CSR	"Okay, I'll just pull that right up."	smiling, types types into iPad	<i>on-screen iPad shows:</i> typing "wilk" in search box, list of orders comes up
7.	CSR	"Okay, I have it right here. Can you verify that this is the order you're picking up today?"	taps iPad then turns iPad to customer	<i>on-screen iPad shows:</i> order tapped and verify screen comes up
8.	Customer	"Yep, that's the one!"	looking at iPad	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
9.	CSR	"Wonderful. I'll have one of our Stylists up in a moment and she'll go and get your gown for you."	pages stylist, touches iPad	<i>on-screen iPad shows:</i> Verify button being touched
10.	Stylist	----->	enters	flash / cut scene
11.	CSR	"Hi Rachael, this is Kelsey, she's here to pick up her wedding gown."	excited	
12.	Stylist	"Hi Kelsey, nice to meet you, I'll go and get your gown for you, I'll be right back!"	shakes hand and takes iPad	
13.	Stylist	----->	exits	
14.	CSR	"We definitely recommend that you try on your gown so we can make sure everything fits well and looks great before you take it home today. Do you have a few minutes?"	chats while stylist is gone	
15.	Customer	"Yeah, okay."	deciding	
16.	CSR	"Great! When Rachael gets back up here I'll let her know."		
17.	Customer	"Sounds good."		
18.	Stylist	"Here you are, how exciting!"	returning with garment bag, hands iPad back to CSR	
19.	Stylist	----->	exits	flash / cut scene
20.	CSR	"Will you go ahead and sign here for me to verify you're picking up your gown today?"	touches iPad and hands to customer	<i>on-screen iPad shows:</i> button (which button?) being pressed
21.	Customer	----->	signs iPad	<i>on-screen iPad shows:</i> signature being rendered
22.	CSR	----->	picks up phone as customer hands iPad back	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
LET'S REVIEW				
1.	Title Screen	----->		"Let's Review!"
2.	Narrator	<p>"Let's review! When a customer came in to pickup her special order, notice how the CSR:</p> <ul style="list-style-type: none"> • found the order in the myOrders app and verified it's the correct order • asked for photo identification • paged a stylist to pull the order • had her sign the iPad to confirm she's received it and encouraged her to try it on." 		b-roll as described with recap of process graphic as described
3.	Closing Screen	----->		db logo on white

Process Graphic:



CSR VIDEO: B-ROLL SHOT LIST

✓	TYPE	SHOT	REQUIRED VISUAL	NOTES
CSR AND CUSTOMER INTERACTION				
1.	still	customer asking for SO pickup	continuous shot: <ul style="list-style-type: none"> • customer talking, CSR nodding • CSR makes 'photo ID' motion with hand • CSR uses iPad to type in name while customer searches for ID • CSR shows iPad to customer and checks ID • CSR says BRB, walks away 	see SO Pickup video narration for full context of shots
2.	still	Stylist returning with SO gown	continuous shot: <ul style="list-style-type: none"> • Stylist hands item (in garment bag) to customer or hangs (?) • customer accepts • CSR speaks (hey you need to sign) • CSR hands iPad to customer • customer signs w/ finger • CSR takes iPad back 	