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VIRTUAL STRATEGY CASE STUDY

Bringing Virtual Training To A Multi-site,
24- Hour Contact Centre

AT A GLANCE CHALLENGES

- Physical attendance required for training
- Trainers needing to be onsite
- Training disruptions due to busy phone lines
- Inefficient use of trainer time during late shifts or weekends

BENEFITS

- Faster training delivery
- Recorded sessions for those unable to attend
- Flexible training delivery from any location
- Improved utilisation of the training room for other purposes

OBJECTIVE

The company was spread across multiple sites, homeworking, and had a 24-hour contact centre. The company had multiple updates which needed training out to all Agents each month.

The updates were built to be delivered in-person which meant Agents would need to physically go to the training room to receive the update. A trainer would need to be on site to deliver the training, often working weekend or evenings to ensure all staff were trained.

At this point all training by the company was delivered in-person which incurred large travel costs.

SOLUTION & RESULTS

We transitioned all update training to a hybrid format, allowing delivery both in-person and virtually. The courses and updates were designed to be highly interactive, preventing disengagement. Learners could attend sessions from their desks or homes, and a single trainer could deliver to multiple sites simultaneously, even from home for late or weekend sessions. This approach resulted in a quicker turnaround for advisors, recorded sessions for absentees, more flexible use of the training room, and significantly reduced travel costs.

Additionally, this hybrid format increased camaraderie among agents from different sites, fostering a sense of unity and teamwork. The interactive elements of the training allowed agents to collaborate and support each other, bridging the gap between different locations. This not only enhanced the learning experience but also strengthened the overall team dynamic across the company.

By reducing the need for trainers to travel between sites, we achieved substantial cost savings. Trainers could deliver multiple sessions from a single location, freeing up their time to focus on improving training content and methods. The flexibility of this approach ensured that no one missed out on crucial updates, even if they were unable to attend the live session, further enhancing the overall efficiency and effectiveness of the training program.