SIMULATED LEARNING

Reduce time to proficiency and allow learners to experience their first interactions without negatively impacting the experience.

With attrition levels at their highest in the first months of employment, Afni recognized the importance of early identification of those most at risk for fallout and the need for early action. A new program for a leading cable company was just the place to start to better the long-term health of each program Afni operates.

The Opportunity

Throughout our industry, front line attrition is generally high. So, ensuring employees are well-equipped, and have the knowledge to be successful every day is critical. Over 50% of attrition typically occurs within the first ninety days of employment. Giving new agents experience in training that mirrors what they will face on the floor helps to build confidence and comfort in their daily job functions. When Afni launched support for a leading cable company, we recognized the need to be proactive in our approach in reviewing and customizing the training to get in front of the 90-day attrition fallout.

The Solution

Afni introduced a Simulated Learning program for the team. This advanced learning approach was meant to provide new-hire agents the most realistic operations experience possible prior to handling live customer interactions in nesting or on the production floor.
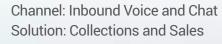
The key was to transcribe live customer calls or chats, aligning with the top call or chat drivers for the program. The transcriptions were then formatted into a two-part scripted role-play, complete with customer profile, attitude and any background signals that would give further insight into the customer. The agents utilized the transcripts in a training queue within the client training environment to gain familiarity with the program, the scripts, and what the core of their job was to be. We introduced this very early in a new-hire's training process, so they repeatedly practiced necessary skillsets and gained confidence in their abilities as they progressed through training.

Additionally, these simulated sessions were recorded, checked for quality, scored and used to provide feedback that reinforced the correct behaviors and processes. Since we started scoring new hires so early in the training process, we also tied the client's quality model into our efforts day one, so agents learned to meet the primary behaviors and create the culture our clients want.

Real Results

The addition of simulated learning significantly impacted on our graduation rates. We rolled out simulated learning to both existing and new projects as part of our goal to achieve strategic growth through Talent Development. As graduation rates have stabilized or increased, our costs continue to lower due to higher graduation rates.

Two programs were launched with the Simulated Learning platform. Both programs achieved a better than expected graduation rate for new hire learners. Based on previous year, graduation was projected at 84%. The inbound voice collections 6-week program achieved an 86.99% graduation rate over the year and the chat 9 week sales program achieved a 91.4% graduation rate.

Channel: Inbound Voice and Chat
Solution: Collections and Sales
Industry: Cable
Location: Quezon City, Philippines

About Afni
Afni provides customer engagement solutions at each step in the customer journey. Our performance, consultative approach, and industry expertise have earned the trust and partnership of many of the world's leading brands. We're a mid-sized BPO with the ability to scale to your needs, plus the flexibility to deliver real results quickly. Customer growth, care & retention, consumer collection, insurance subrogation, and more. Start a conversation with us to learn more.

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