

Increase Productivity with Learn 2.0

Solution at a Glance

INDUSTRY	BUSINESS NEED	LEARNING DESIGN
Cable MSO	Product Training	e-Learning
	Customer Service	Simulation
	Sales Effectiveness	e-Resource

Business Need

With the constant introduction of new products for their Cable, Internet, and Voice subscribers, a leading Cable MSO wanted to provide their sales and customer service representatives with the education they need while minimizing the hours spent attending training sessions.

Program Goals



The goals of this project were to:

- Integrate training into on-the-job activities so that employees can move out of training faster and start realizing productivity growth in shorter timeframes.
- Minimize the impact that the ever growing amount of new and complex products have on the employees ability to perform their jobs effectively.
- Decrease the amount of customer support calls.



The Solution



Sales and support representatives, who previously supported just one product, were now being asked to support as many as fifteen. It no longer made sense to conduct formalized training sessions with the hope that the employees would retain all of the information. The solution was to combine a variety of rapid e-Learning solutions, in the form of support tools; to accomplish what otherwise may have been a pretty daunting task.

One of the support tools was a simple quick reference job aid that was designed to get the word out. It briefly describes the new product(s), how to support it, and where to get more information. The job aid was developed in such a way that it could be delivered as a traditional one page printable document, a short audio podcast, or as an online post to a blog or wiki.

These delivery methods provided a way for the representatives to learn the new information at their convenience. For example, they could listen to an audio podcast while commuting to work or even while jogging.

Once the employees acquired the basic information from the job aid, they had access to additional information via online tutorials that would help visually guide them through sales and support calls.

The tutorials consisted of step-by-step examples of each product feature and demonstrated how to use perform virtually every function. They could also be accessed from anywhere on the Web and with some formatting revisions, they could even be sent to PDA's and cell phones.



With these tools available at their fingertips, sales and support representatives were able to learn about the products while performing their jobs, thus increasing productivity. Also, if they ever forgot about a specific product feature, it would take only seconds to pull up the information.

An additional benefit to how the tutorials were developed is that they could also be placed on public help pages. This provided customers with a method of getting answers to their questions without ever having to call or email support.

The solutions used in this example are similar to tools used with Electronic Performance Support Systems (EPSS), but they are the next generation of tools known as Learn 2.0 and with the latest Web technologies, the Internet is no longer limited to just a computer. It is also not just a tool for supplying information.

Learn 2.0 provides the ability to give and take over the Internet and it fosters a more immersive and collaborative approach to learning. For example, the informal learning experience of an employee sharing a support call experience at the water cooler can now be shared with thousands of employees via blogs, wikis, and social networking sites.

As these new types of informal learning experiences are becoming more widely accepted in the workplace, trainers can focus more on monitoring and coaching employees instead of spending countless hours in the classroom.

As the trend toward the integration of training into daily work activities increases, the difference between learning and work will become more and more transparent and Learn 2.0 is the tool.