THE KEY TO COMPLIANCE

A Microlearning Case Study

THE LEARNING TIMES ARE MICRO. THE RESULTS ARE ANYTHING BUT.

While managing millions of customer prescriptions daily, a major retail pharmacy provider began to experience some slipping in prescription fulfillment compliance. The impacts were significant, ranging from financial loss to medication abuse, and in this highly regulated industry, it was simply unacceptable.

THE CHALLENGE

- Introduce 'microlearning' to revolutionize training protocols
- Boost KPI scores
- Win over a skeptical client

THE OUTCOME

- Pilot-site process compliance hit **96% to goal 60 days after training,** besting non-pilot sites by as much as 62%
- Cost savings: on average, we **reduced retraining time by as much as 80%** per full-time employee
- Microlearning content **was integrated right from the start** in the new-hire training program

alorica

THE CHALLENGE
**Convince the Client. Boost the Scores.
Win the Day.**

This one was a bit tricky. We were tasked with delivering an interventional learning approach that needed to improve process compliance as well as keep employee interest and attention. More than 95% of the pilot site's team was made up of Millennials, and so applying a teaching method that would resonate was of supreme importance.

Furthermore, our mission also entailed boosting KPI scores. Toss in a client that was skeptical of new approaches to training, and you could say we had a lot to prove using microlearning.

Challenge accepted.

THE SOLUTION
**Better Technology. Better Retention.
Better Scores.**

Instead of traditional classroom retraining intervention *marathons,* we championed **microlearning**: a short, animated video that focused on client-specific goals (in this case, the importance of improving compliance). Brief, animated stories assisted agents with understanding the importance of customer verification, and in doing so helped close a culture gap to better align with client expectations.

THE OUTCOME
Microlearning Makes Its Mark.

Thanks to the new training method, the pilot site greatly outperformed other internal sites using traditional retraining methods. Playing a major role in its success is microlearning's digestible nature; these short videos help agents retain 20% more information while encouraging participation and conversation during training sessions. Furthermore, microlearning is cost-effective, minimizing the need for traditional classroom training and ultimately cutting development costs by 50%.

After 60 days into the program, we began collecting data on the effectiveness of the program and saw:

62% Improvement
in compliance, as compared to other internal sites

The pilot site was outperforming other internal sites
60 Days After Training

Agents can retain up to
20% More Information
using microlearning (as compared to traditional training methods)