CRACKING THE CODE
A Learning Analytics Case Study

DATA SCIENCE TO THE RESCUE!

Speed-to-proficiency—the time it takes for agents to attain the skills needed to successfully serve their customers—is a driving Key Performance Indicator (KPI) for companies looking to streamline operations.

One such company—a worldwide telecom provider—was seeking ways to enhance agent training protocols and improve speed-to-proficiency in one of their most complex billing lines of business.

THE CHALLENGE

- To implement an innovative learning analytics solution—designed to root out agent training problems at the source
- Run a pilot program, the results our agents achieved were nothing short of transformative.

THE OUTCOME

- **Eradication of agent struggles**—impacting new-hire trainee proficiency
- **5% reduction** in agent attrition in the first 90 days
- **6-day reduction** of new-hire training time
- **80% knowledge retention** after 1 year

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THE CHALLENGE
An Empowered Agent Starts with Better Training.

Traditionally, the client's agent training program was lengthy and costly—not to mention that agents weren't consistently retaining all of the needed information to resolve customer billing inquiries.

Enter Alorica. Our Training and Quality teams took a look at the situation and asked—how can we shorten the training process, while still helping agents retain knowledge?

Faster *and* better—it's not an easy code to crack! But then again, they don't call us for the easy ones.

THE SOLUTION
A New Platform for Challenging the Status Quo.

Our teams uncovered opportunities for improving agent knowledge retention and decreasing 'confidently-held misinformation' by using an industry-leading learning analytics technology platform. The platform revealed that through a multi-week training and nesting period, confidently-held misinformation could be reduced through more streamlined training modules. In turn, this resulted in enhanced knowledge retention, and thus the ability to better navigate customer billing queries.

In short, we were able to identify a problem the client didn't even know they had—and then offer a solution that would totally change the game.

THE OUTCOME
We're just Getting Started.

Our pilot program was so successful, the client is looking into adopting it for other areas of their business. Furthermore, we received resoundingly positive feedback from agents, who appreciated a novel, innovative and interesting approach to their training.

Overall, the client achieved faster speed-to-proficiency, observed a decrease in risk and loss, and realized enhanced agent engagement and satisfaction—all of which led to happier agents, happier customers and a happier client.