



VIRTUAL TRAINING MEETS COVID-19

A Work-at-Home Case Study

NEW CLIENT. NEW LINE OF BUSINESS. AND WITH THE PANDEMIC, NEW RULES OF ENGAGEMENT.

A rapidly-expanding social media platform approached Alorica seeking content moderation services to support their growing, global user base. That would have been challenge enough—but then COVID-19 changed everything.

Worldwide quarantines effectively cancelled the brick-and-mortar solutions we were preparing to deploy. As such, we shifted all planned operations into a work-at-home (WAH) model, starting with **100% virtual training**.

THE RESULTS



Our U.S. site achieved the **#1 eNPS score** for training across North America



We exceeded hiring goals, with **120% fill-rates**



All client sites experienced **1% or less** attrition



97% throughput achieved by training classes in three countries simultaneously



Based on our performance, the client has awarded us **additional business**



THE CHALLENGE

A heightened need heightened our resolve.

In late 2019, a social media juggernaut came to us in pursuit of content moderation support. With millions of people using the platform, they required a rapid expansion of content moderators in order to better serve their user base—and mitigate the risk of exposure to negative and harmful content. Simply put, they needed highly-trained agents and they needed them *now*.

Then, seemingly overnight, everything transformed. As COVID-19 swept across the planet, our plan to serve this new line of business from brick-and-mortar locations dissolved. In-person training classes were adapted to fit a work-at-home model, and while the client was understandably cautious, we all committed to pressing forward and getting the job done.

THE SOLUTION

Building virtual training solutions from the ground up.

Our work-at-home training courses started in March 2020, just as the pandemic began to necessitate lockdowns everywhere. We leveraged training leaders in the United States, Bulgaria and the Philippines to conduct simultaneous, global training sessions—achieving 97% throughput as a result. Our Learning & Development team crafted customized training collateral based on the client's existing materials, and adapted them to better serve a virtual teaching environment.

With one global leadership team managing the entire account, we ensured alignment and consistency of delivery for each of the worldwide classes. And by employing leading interactive coaching platforms to implement frequent knowledge checks, we enabled our workforce to practice new skills and become comfortable with the topics and processes they would be encountering daily.

Finally, in concert with collaboration tools that helped agents and trainers feel more connected, we emphasized the wellbeing of our workforce; with this in mind, due to the sensitive and stressful nature of content moderation, wellness counselors were made available to our teams.

THE OUTCOME

Winning new business in our new normal.

By utilizing the expertise of our global Learning & Development leaders, we ensured training alignment and consistency across every region—and our Bulgaria site even achieved **0% attrition in training and production**. Fill-rates across the globe consistently **exceeded hiring goals at around 120%**, and our **eNPS scores in training consistently averaged above 83%**—indicating a world-class standard in delivery.

Given the exceptional end-product from work-at-home training, the client awarded our international sites work in multiple languages—and we have been awarded additional business by the client as well.

The bottom line? Even as the entire world felt like it was teetering, our commitment to our clients and their customers remained steadfast as ever.

