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 client came to us in search of an effective learning intervention, and we presented them with the concept of microlearning. Rather than retraining everyone in long classroom PowerPoint sessions, agents could watch a customized, 10-minute microlearning video that detailed necessary program fixes in an easy-to-retain format.

THE RESULTS
- 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
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

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)

ABOUT ALORICA

At Alorica, we only do one thing—we make lives better. How? As the world’s leading platform for all customer interactions, we create insanely great experience for customers fueled by innovative technology, advanced data analytics, and CX intelligence. Utilizing insights from more than 600 million consumer interactions curated annually, Alorica is a systems integrator of choice to 25 of the Fortune 50 healthcare companies, six of the 10 largest financial institutions, four of the five largest telecommunications companies, and five of the largest retail companies. We call the OC home, headquartered in Irvine, Calif., with more than 100,000 employees in approximately 140 locations across 16 countries and 11 time zones around the globe.