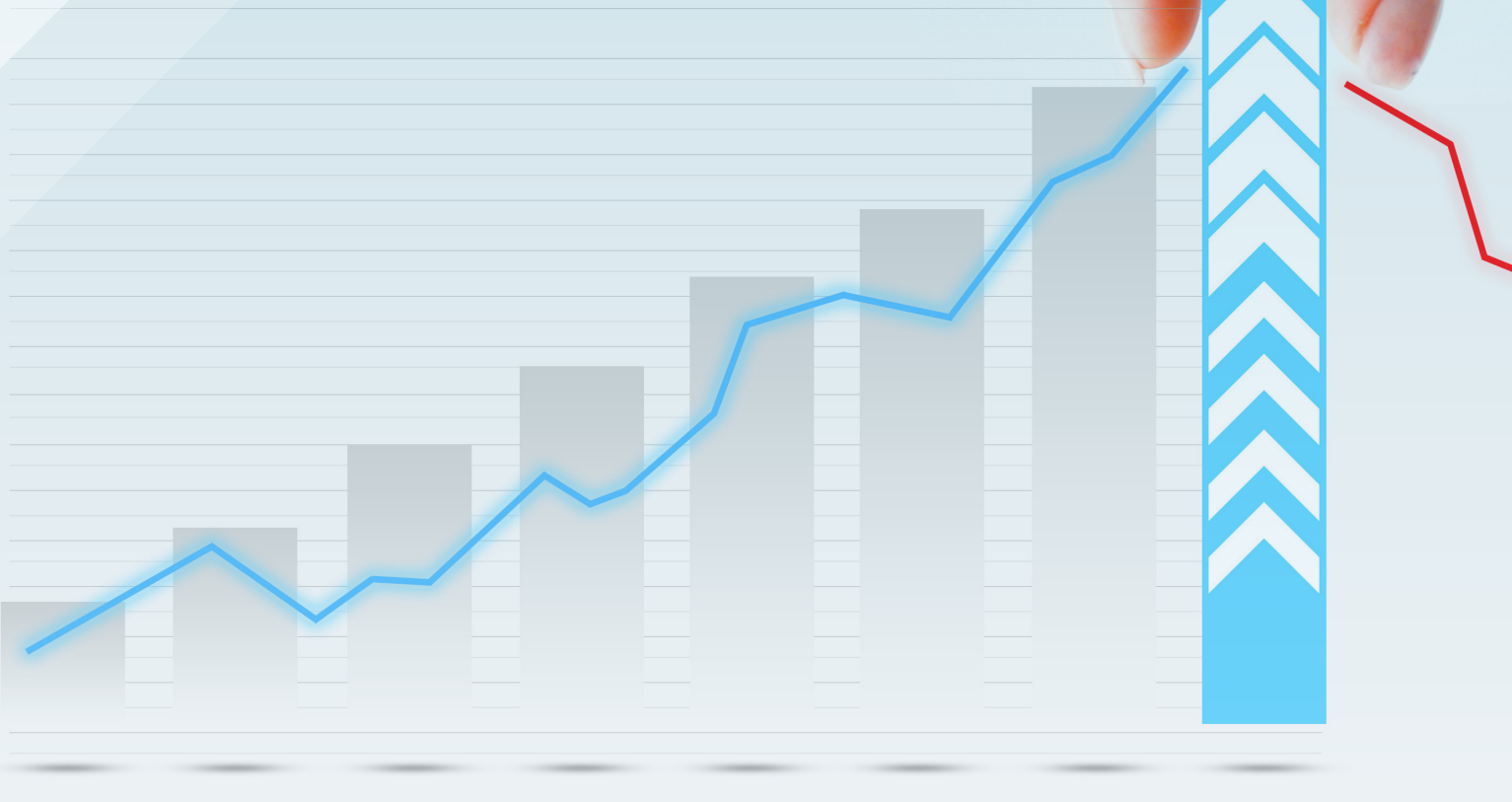


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WHITEPAPER

5 REASONS PERFORMANCE-BASED TRAINING IN CONTACT CENTERS REQUIRES AUTOMATION



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2020 has thrown a curve ball at society, upending organizational objectives, expectations, and resources. Most have done what they can to survive and some have actually thrived. In our 2020 Benchmark Survey on Remote Training, we surveyed managers and executives responsible for training to understand their concerns and priorities. With increased demands thrust upon them, more virtual interactions, and less available resources, it is clear that leveraging evolving technology to automate manual training will be key to successfully address ongoing needs of customer-facing personnel.

At the top of the list is performance-based training. Here are 5 reasons automation is an absolute must.

1 Covid-19 has caused a long-term shift to remote workers. Not surprisingly, survey results reveal a significant shift from a minority to majority of contact center staff moved to remote work. Most importantly over 85% indicated they are planning a significant increase in remote team members, post-pandemic. This can be good news in terms of opening up the labor pool beyond geographic boundaries. However, 45% report the effectiveness of training has declined in 2020. In-person training, assessment, and coaching that can be accomplished via Zoom, Microsoft Teams and other common sharing tools is limited, especially in a group setting. Training with these tools is often a large resource-heavy burden.

As such, companies are augmenting resources with technology that automates practice efforts, coaching feedback, and voice analytics to increase employee engagement.

Furthermore, many students, both in the United States and around the world, are learning from home. When these young people begin entering the workforce, they will be much more comfortable with electronic and self-guided tools for learning.

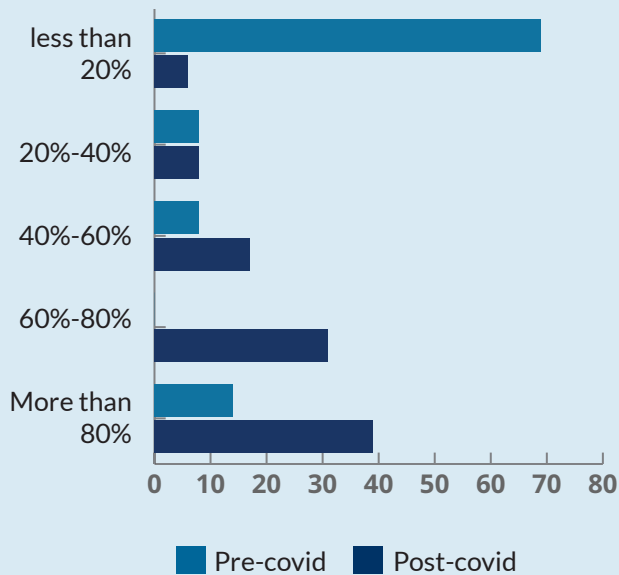
2 The rush to deploy technology addresses only half the training equation. Survey respondents executed a mad rush to deliver training via virtual and collaboration meeting tools (68%) along with better

utilization of eLearning (30%). Reaching trainees with content only gets you halfway there leaving employees to figure out how to apply that knowledge in a way that best serve customers/clients. As Benjamin Franklin once said: "Tell me and I forget. Teach me and I remember. Involve me and I learn."

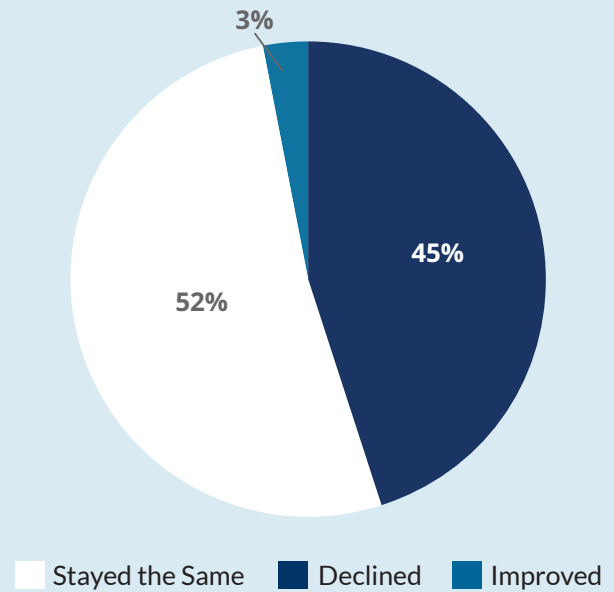


People learn best by doing. Research suggests we retain just 10% of what we're "taught" and 90% of what we "do." With so much time invested in training delivery, performance-based training through on the job learning increased, which means employees were learning on the customer.

3 Managers and executives are prioritizing better engagement and performance. 60% of survey respondents cite the need to improve performance of remote workers while 50% also are focusing on improving engagement. Several commented on the need to specifically find a way to improve the impact of training as well as better measure the impact of training. The longer it takes to develop proficient new hires and turn-around underperforming employees, the success of an organization is threatened. This cannot be the new norm, but how can remote workers get better? Practice, practice, practice: with technology, employees can practice what you are teaching.

Shift to Teams Remote will be Significant*% of Workforce Remote Pre-Covid vs. Post Covid*

Source: 2020 Benchmark Survey on Remote Training

Training Effectiveness on the Decline*% of Overall Training Effectiveness Before Covid vs. Today*

There are solutions that automate conversations, desktop interactions, demonstrations, and even automate assessment of performance. For example, conversational simulations allow an employee to rehearse actual job scenarios over and over again while also getting instant feedback. This might have been a pipe dream in the past but recent gains in voice recognition technology has enabled significant enhancements in conversational simulations. This iterative process empowers the individual to learn on their own and develop confidence to perform better. Individual learning and that of the team is accelerated through automation.

4 The shift to everything online from shopping to banking to events and registrations demands reskilling existing employees and hiring more contact center talent and fast. There isn't enough resource in the world to screen, hire, onboard, and train the number of agents/representatives required to keep up with the potential change and growth of new interactions facing companies. Automating manual role plays, 1:1, phone jacking, and round robin exercises not only empowers trainees to rehearse, learn, and self-assess as discussed above, but it ensures that each trainee is receiving the same feedback and that it is consistent across the organization.



Supervisors now have remote visibility into trainees' performance, engagement and progress without having to hire more coaches and managers. Given the frontline personnel represent the brand of each firm, leaders can't afford to risk that reputation of on-the-job training with even 1 failed interaction.

5 Flexibility in scheduling of training creates the opportunity to hire employees with greater proficiency. All too often most companies are trying to fit their new-hires into a standard training schedule. An example of this is training part-time employees in eight-hour days. This often results in turnover during training or potential strong candidates being unable to attend the training hours because of not being able to accommodate the set training hours.

With training automation, new-hires or existing employees can train or uptrain on the employees' schedule of availability instead of the company's schedule of availability. Training statistics and reporting allows the trainer to spend time assisting trainees that need extra attention as oppose to offering a one-size fits all in-person training approach.

Survey results indicate that companies have doubled down on virtual training and delivery in 2020 and now need to double down on engagement, impact, and performance in 2021. With automation and digitizing training, we can scale performance-based training and deliver more job ready employees by automating the repetition, feedback, and reinforcement they need to build confidence and develop skills required to perform better.



About SymTrain

SymTrain provides work simulations to train and assess contact center employees in service, sales, HR and support roles by performing actual job functions in a safe environment. SymTrain software and AI was designed to automate the repetition, feedback, and reinforcement required to develop skills and build confidence so employees learn by doing without having to learn on the job; which frustrates customers, who leave, and employees, who quit. Not good!

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