

You Trained Them, but Did They Learn? The Key to Opening the Mind



Keynomics White Paper
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INTRODUCTION

You hold your team accountable for how well they perform. You measure their performance, you incent them for success, and you expect results. But does your team really have the core skills they need, not only to get the job done that you are asking them to do, but also to take advantage of advanced training and improvements that you provide them relevant to their job?

Your team is effectively doing the same work, but have you measured their baseline skills? Do you know how well they use the keyboard? Can they effectively navigate through screens? How finely tuned are their listening skills? And what about their thinking skills and the overall ability to multi-task?

To gain efficiencies that take advantage of advanced training that helps to build relationships or improve customer loyalty, you need to not only understand the baseline skills of your team, but then also institute a program that systematically improves the skills of the workforce while effectively measuring success. In today's challenging economic climate, you need proven programs that unleash productivity and quality improvements that yield results between 3% to 10% and more!

KEYNOMICS RESEARCH

Research shows that less than ½ of the workforce have received formal keyboard training. A staggering 80% of them use a modified form of hunt and peck (1 or 2 fingers on each hand).

There is a direct correlation between keyboard skills, listening skills and thinking skills, and

productivity on the job. Empirical evidence shows that the transition from keying improvement to listening skills gains is not seamless. Both sets of skills require behavior changes. True learning can only be garnered when the training is done in context and where the learning is active. It is best to combine all the theories of learning – Behaviorism through Keyboard Training, Cognitivism through Listening Skills improvement and Constructivism with Real World exercises. Mistakes will be made, and your team will learn through these mistakes but you need a program that allows the mistakes to be made in training and not while your team is on the job.

BOTTOM-LINE RESULTS/ONGOING SUCCESS

Programs that closely resemble real world call centers more effectively deliver bottom-line savings through productivity gains and quality improvements. Value-add results are evidenced by:

- Increases in Applications/Work Processed
- Improved Accuracy of Orders
- Less Secondary Work
- Decreases in Hold Time
- Decrease in Call Work Time
- Decreases in Talk Time
- Decreases in overall Handle Time
- Increases in the number of Calls Handled
- Increases in Revenue Against Goal/Up sales
- Improvements in Call Quality

- Reduced full time staff
- Improved service level
- Lowered average overtime costs

PERFORMANCE IMPROVEMENT AND RETURN ON INVESTMENT

An effective program continually tracks the progress of all participants; through pre-training, in-training; and through post-training. Reports should work in lockstep with real time monitoring programs that help to ensure that the program will be completed on time, limiting time off the production line and bringing a faster ROI to the bottom-line.

Aggregate reports must showcase the trends in training; forecast gains based on progress, and validate performance gains at the completion of training.

Return on Investment Reports (ROI) need to reflect potential gains while agents are going through training, and approximate savings based on the agent's final performance improvement.

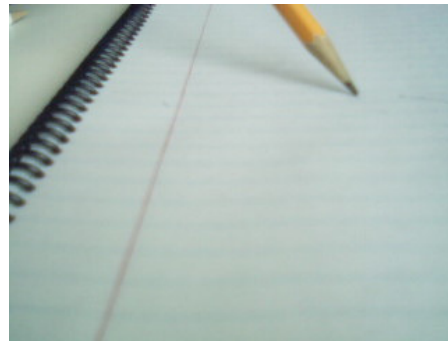
PROVEN METHODOLOGY

Any training methodology must leverage progressive learning techniques and behavioral analytics. Now is not the time to “hope” for success but rather to “demand” it. Effective programs necessarily begin with a skills base assessment. Participants are chosen and the learning process takes shape. Training must evolve through a logical building block approach to learning wherein the modules are progressive, each leveraging and enhancing the last. Critical skills should be enhanced, validated and measured,

where knowledge improves over time to ensure the long term retention of new skills.

Ultimately, the program must improve your team member's ability to focus on their work and your customers, rather than searching for the correct key on their keyboard, taking notes on a sheet of paper for data entry after a call is over, or just plain forgetting.

Keying problems can be eliminated. Listening becomes part of the solution and not the underlying problem. Screen navigation become second nature as the keyboard becomes transparent and using it becomes as simple as writing with a pencil on a piece of paper.



Your workforce converses comfortably while navigating your system, listening more intently to what your customer is saying, speaking with greater clarity and addressing your customer's needs.

NEW HIRE ASSESSMENT AND TRAINING

Dealing with staff attrition, a squeezed labor pool, plunging service levels and the ever increasing demands on your team, creates a drain on your resources for hiring and training new agents. You need to make sure that the person you are hiring has the baseline skills they need to be successful.

You must reduce the turnover through new hire training and through attrition overall.

New Hire Assessments:

Assessments tools must provide the best of both worlds. They necessarily must open a window into the keyboard skills, listening skills and thinking skills of the candidate, and also provide a preview for the candidate of the work you are asking them to do.

New Hire Training:

Once you select your new team members, you'll want to equip them with the tools they need by training them early - when they are most motivated and eager to do a good job for you.

LIFE SKILLS AND HUMAN NATURE

New technology, the ability to break-out a call with methods of dealing with a caller, are important to the bottom line – but the skills need to be there in the first place and you need to know what skills you are dealing with in your organization. Otherwise you will never see the true value of your team. Integral to the agent improvement is ergonomic training that helps your agents work safely and comfortably at their computers while reducing fatigue and errors. This is a life skills investment and acts as a powerful motivator, recognizing that you value and appreciate team.

In addition, the ergonomic improvements help reduce fatigue and decrease the risk of repetitive stress injuries like carpal tunnel syndrome that can result in Workers Compensation claims.

CONCLUSION

Investing in an agent's ability to perform leads to active listening improvements, more engagement within a conversation, better documentation, a healthier relationship with your customer, and more accurate information exchange.

Keynomics provides a proven method, to positively influence the Bottom Line, allowing centers to Do More With Less.

ABOUT KEYNOMICS

Keynomics is proven across all Industries and is independent of any underpinning technology. As a result of Keynomics training, skill levels improve and productivity advances typically between 3% and 10%. There is also a corresponding improvement in quality that extends to an overall better customer experience in Call Centers, Remittance Centers, and Transaction Processing Centers. Keynomics improves keyboard speed and accuracy. Keynomics also improves listening skills and reasoning, integrating voice, screen navigation, voice navigation, and ergonomics into the Industry's most powerful and comprehensive training program. Keynomics empowers your team members to perform at their peak. Keynomics is the first choice for high performance, well prepared and cost conscience centers around the World.

