

# Preparing Seasonal & Regular Agents with Blended Learning

An Onboarding and Learning  
Case Study



# Learning Solutions with Better Results

## THE CLIENT: BRICK AND MORTAR RETAILER

The client is an American retailer founded over 65 years ago, with **over 850 stores** operating across the U.S. and over **800 stores globally**



**850+**  
Store  
locations



**400**  
Sitel's dedicated  
advisors



**11.5 B**  
Revenue on  
2017

## THE CHALLENGE

### High-volume Training During Peak Season

During peak season, Sitel deals with large volumes of calls and it is crucial to maintain a high level of service. In order to achieve this, the agents need to be tactically trained to handle very specific, critical tasks under very stressful circumstances.

Sitel is in charge of a portion of the retailer's customer service through 400 dedicated advisors, and was facing the following challenges:

- **Limited agent training time** during peak season
- Resolving higher volume of cases due to **promotional errors**
- Develop stress management skills to face **increased conflicts**
- Guarantee a high **satisfaction rate** with an excellent service quality

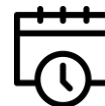
# SOLUTION

Deliver an exciting onboarding experience through customized Blended Learning programs tailored to the agent's learning styles.



## ONBOARDING EXPERIENCE

Develop an **innovative and exciting onboarding experience** for seasonal agents



## SPEED TO PROFICIENCY

Reduce onboarding training from **15 to 11 days**



## BLENDED LEARNING

Complete **learning redesign** incorporating a blended learning approach



## 360 – VR TECHNOLOGY

Use of **VR/360 videos** to create an immersive experience for customer advisors



## SPOC / MOOC

Use of a **SPOC** (MOOC like solution delimited to a specific group or function)

*“The blended learning approach with different types of content: virtual reality, digital and face-to-face modules, simulations, quizzes ... made it possible to onboard customer advisors into our universe, but above all to adapt to the different learning styles.”*

- Brick & Mortar Retailer

# The Results: Best Season Ever



## An exciting onboarding

**2000 Seasonal**  
Agents Trained

**250 Steady**  
Agents Trained

**3 NHT**  
New Hire Training  
Modules



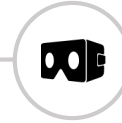
## Speed to proficiency

**55K hours**  
of training saved

**4 Days**  
Training  
Reduction

**10%**  
Nesting  
Reduction

**\$1.1+ million**  
Expected  
Annual Savings



## Immersion


**360 VR Video**  
Innovative 360 videos  
allowed offshore agents  
to experience in-store  
conditions and to vividly  
understand processes  
and operations



## Agent Satisfaction

**97%**  
Very high satisfaction  
index on the training  
materials and their  
delivery

**“ Working alongside Learning Tribes to develop this new hire training was one of the highlights of my career....beyond a successful project, it was the first time we trained our agents for the holiday season (...) We talk a lot about empathy and putting ourselves in the customer's shoes. ”**



For more than 14 years, we have offered learning solutions that support individuals and organizations developing their skills and acumen to better serve their strategic objectives. We provide:

- Training reengineering
- Operational excellence
- Business transformation
- Training digitalization

With over 85+ associates and 200+ partners servicing more than 80 active Fortune Global 500 as well as local clients, we dedicate our resources to assist your training needs from the conception of the strategy, the selection of the appropriate methodology and the implementation of the right technology.

*For more information, visit [www.learning-tribes.com](http://www.learning-tribes.com)*

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Sitel Group is one of the largest customer experience companies in the world. The group is comprised of industry-leading firms providing:

- Business process outsourcing
- Digital CX
- Training and talent management
- Technology and innovation
- Consulting and analytics solutions

With over 30 years of industry-leading experience, Sitel Group's 75,000 associates service over 400 clients – Fortune Global 500 companies as well as local businesses – through its network of more than 150 offices in 25 countries.

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