

Award-Winning Corporate Training Saves Large Insurer Millions

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A Texas-based diversified financial services group of companies — it offers banking, investing, and insurance to people and families that serve, or served, in the United States military — faced a people-development challenge.

The Challenge

To get the company's newly hired member service representatives proficient with call center best practices as quickly as possible, Abreon needed to address the needs of multiple audiences and execute distance delivery to quickly build demonstrable competencies.

"They [Abreon] truly are game changers for us. When you look at the typical learning solutions that we get: You have the talking head at the front of the room that just talks and talks and talks. And then he says, 'go online and read this.' But what's game changing about solutions we're looking at is that we're doing less rote memorization and more learning-by-doing."

Our Solution

We began by identifying four distinct sub-groups that vary significantly in terms of experience and skill:

1. Internal hires (employees of the company) with sales aptitude but with no insurance licenses or sales experience.
2. Internal hires (employees of the company) with sales aptitude and with insurance servicing experience.
3. External hires with sales aptitude and with previous insurance sales or servicing experience.
4. External hires with sales aptitude but with no previous insurance or sales experience.

Due to the differences in knowledge and skill levels of the learners and training implementation context requirements, a custom, blended intervention was created.

The competency-based, blended-learning intervention was created to onboard both internal and external hires with training sessions that lasted a maximum of eight weeks, allowing for learners to work through the self-directed curriculum and demonstrate competency before joining the call center.

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The key components of the solution included:

- Models of correct performance ("What Good Looks Like"): Beginning on day one, learners are provided with models of exemplary complete calls. Correct performance is modeled throughout the curriculum.
- Self-Directed/Self-Managed: The learner determines what they need to learn and how much practice they need in order to develop and demonstrate competence. Learners do not waste time re-hashing what they already know, which allows average completion time to be much less than the allocated eight weeks.
- Competency-based: Competency requirements are clearly communicated with performance checklists. Participants must demonstrate competence with member calls before they can proceed with more advanced curriculum and eventually to the call floor.

The Results

- Winner of Outstanding Human Performance Intervention award from ISPI
- Time to Proficiency reduced from 26 weeks to 7 (average)
- Learners outperform current incumbent peers at 12 weeks
- Total Productivity Gain \$15.7 million/year
- Reduced Training Costs by \$7.5 million/year
- Improved Learner Morale
- Existing Incumbent Productivity Improvement

For more information regarding corporate training offered by Abreon, Inc., call us at 1.800.338.5185.



More about Abreon

With over 30 years of experience implementing change for the Fortune 5000, Abreon transforms organizations by empowering their people to embrace the benefits of change. Our people-centric approach employs customized strategies that align, engage and educate people as they navigate change to produce measurable results. With more than 250 credentialed consultants, Abreon has the experience, talent and change agents to move your people forward.



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