

Rapid Soft Skills Deployment for a Contact Center

Case Study:

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Industry:

Customer
Service/Customer
Experience

Audience:

3500+ Remote Contact
Center Agents

Overview

JPW was asked to customize and implement our soft skills library to minimize remote contact center agent burnout and turnover. That had to be done quickly and effectively, as getting contact center agents on the job immediately was the top priority.

We set out to build a program that looked at the different roles involved in the process and how to execute them. We also needed to ensure contact center agents had a clear understanding of the short amount of time involved in completing the soft skills mini-courses.

JPW's mandate was to remotely partner with client resources to design and develop an on-demand digital and virtual learning solution. This solution needed to ensure that up to 3,500+ users, who are all working from home, could be quickly onboarded and ready to reach out to complete inbound/outbound calls. Our extensive experience with rapid development and deployment of innovative, on-demand digital solutions, along with our communications, training, and reinforcement best practices, enabled us to build and roll out the customized soft skills library within a few weeks.

Client Objectives



- Create a comprehensive virtual and digital onboarding training program for a 100% remote workforce, with a combined team of JPW consultants, partners, and internal client resources.
- Ensure pointed and engaging communications to all agents to minimize losses in productivity.
- Build a Learning Management System (LMS) that allows users to quickly and easily access and view training information, technology, the soft skills library, as well as provide user training reporting and analytics.
- Continue to reinforce and complement the initial onboarding and training with relevant Soft Skills topics to ensure the content is resonating and maintaining the adoption lift.

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Results



Approach

- Build a role-based, ongoing communications approach to accommodate a virtual and diverse workforce with varying levels of contact center experience.
- Revamp existing digital training material to make the training more engaging for specific roles, enabling them to quickly learn about the process, the technology, and how it all comes together.



- Provide soft skills training that prepares users with tools to interact with potentially difficult or anxious customers who are disclosing sensitive information.
- Construct an LMS with a built-in video library that hosts a reporting dashboard and produces multiple weekly reports to support 3,500+ remote users.
- Create digital learning modules to complement and reinforce the contact center onboarding process.

Client Feedback



“We could not have stood up training without JPW period. The amount of expertise and flexibility is by far the most I have seen with any partner.”

“You guys are incredible. We would like to talk to you about conducting training for our internal staff.”