

SUCCESS STORY

Cheerleading Apparel Company benefits from revitalized training program

INDUSTRY

Retail

LOCATION

North America



Challenge

This client came to Humach with an outdated training program that had become ineffective for learners. They sought a partner who could address pacing issues, disorganization, and an overall lack of engaging materials to implement a training model that let new hires emerge from training energized and confident in their new skills.

Solution

Humach performed a complete overhaul of all training materials, applying behavioral science and adult learning principles. With trainees actively engaging in reorganized training activities, they were able to learn by doing, rather than by passively absorbing.

Impact

When the two training models were compared side by side, agents who took the revamped class were more likely to receive perfect QA scores immediately following training. Some performed so well that their calls became training examples for future cohorts.

Robust Training, With Intention

With the client's training practices in desperate need of improvement, Humach planned a complete overhaul of all training resources and practices, starting with a survey of new hires who had completed the existing training program. Their feedback highlighted shortcomings and disorganization, allowing Humach to spend the following three months developing a stronger, more engaging program—one that would incorporate behavioral science and adult learning principles.

Humach's new training model shifted focus to the customer's perspective, opening with a montage of customers in action—landing flips and falling from human pyramids, all with the help of their trusty uniforms, pom poms, and megaphones. Witnessing the seriousness with which our client's customers approach their sport, agents internalize the lesson that helping customers acquire the right gear facilitates their success.

This clear line of connection between contact center agent and consumer illustrates a core adult learning principle at the heart of Humach's training program: adult learners need to understand the benefit, value, and purpose of a training program to fully engage. If they do not understand the "why" behind the training, they will be far less likely to engage with assigned content and activities in any meaningful way. Without true engagement, the chances of retaining knowledge plummet, taking the success rate of your training program with them.

A True Multimedia Experience

To better encourage enthusiastic participation and increase knowledge retention, Humach's revamped training program utilized multi-sensory training methods and gamification techniques to engage agents:

- Montages of customers practicing their sport to foster connections between customers and trainees
- Customer testimonials that show agents who they serve and what those people care about
- Scenario-based knowledge checks that ensure trainees demonstrate skill mastery before progressing
- Hands-on practice, like product customization exercises, that build familiarity with the client's product catalogue
- Training call exercises with real audio collected from past customers
- Procedure flow charts to visually display expectations for each call type

"Best training experience that I have ever been in! This should be implemented across the board for all programs."

—Training Program Graduate

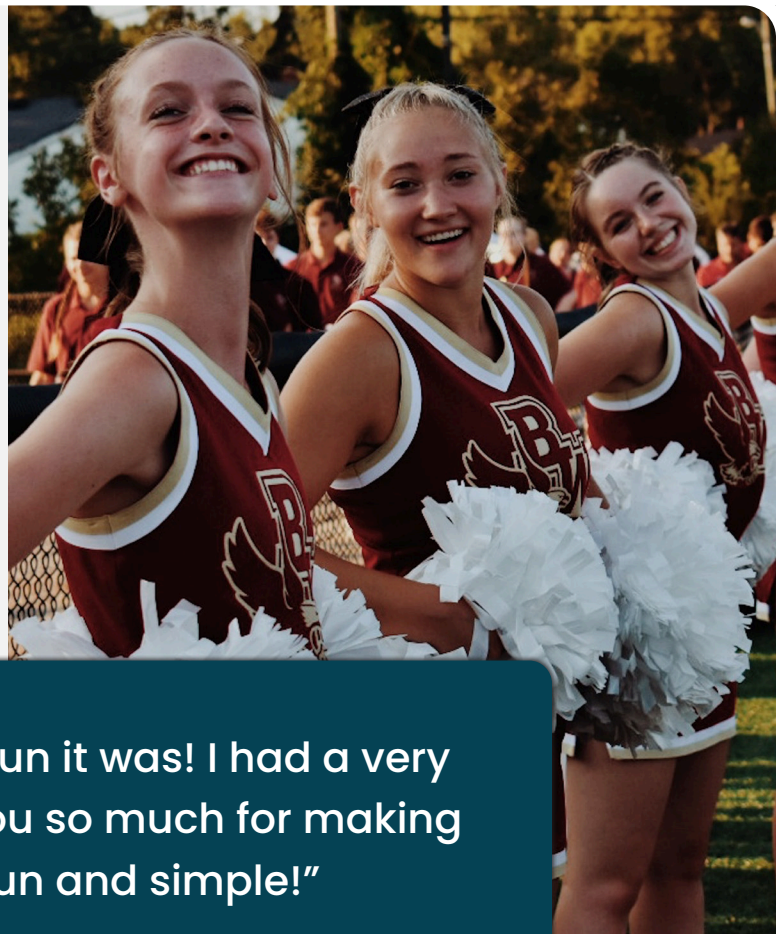


Everything You Need

Beyond organizing the training program around call flows, which gave the program a more coherent structure, Humach also provided trainees with an online knowledge base, where all procedure flow charts, tip sheets, and other assets were stored in an easy-to-access Resource Hub. This Hub included an AI chatbot to assist agents during calls. With the Resource Hub available 24/7, agents have ample opportunity to review materials before they are assigned live calls.

An Ongoing Rapport

As helpful as our Resource Hub may be, Humach's work does not stop at training. Through agent surveys, support staff observation, and quality assurance measures, we continuously assess the effectiveness of new training programs. Training content is kept relevant and practical, highlighting available opportunities for trainees. We also reincorporate program graduates into the training materials by including recordings of their successful calls with customers.



"I can't believe how fun it was! I had a very good week. Thank you so much for making this training easier, fun and simple!"

—Training Program Graduate

A Skilled & Flexible Partner

Humach's new training was implemented to resounding success, with our client stating, "The reps really appreciated the thorough detail and perfect pacing of the training." Thanks to better organization and a more logical structure, trainees found the speed "slow enough to understand how to navigate the system properly." In a side-by-side comparison of the previous new hire training class model and the revamped training class model, agents from the revamped class were more likely to receive 100% QA scores within three weeks immediately following training. In fact, Humach experienced 100% attendance and graduation rate for each training cohort, with 100% of the agents who participated in the revamped training program still on staff.

The revamped training was not only successful in a virtual environment, but in brick-and-mortar contact centers as well. While the Training Facilitator remained virtual in both instances, they were able to successfully train a mixture of both on-premise and distance learners, thanks to our thoughtfully designed materials. It currently serves as the model for all our client training development projects.

Whether clients come to us with a pre-defined training plan to follow as an extension of their brand, or they need us to develop a training program from scratch, Humach is agile enough to meet any organization's needs.

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

