

CASE STUDY

CADCOM EQUIPMENT OWNERS ASSOCIATION

OPPORTUNITY OVERVIEW

Incoming telephone answering businesses use sophisticated software and specialized hardware to manage the answering, questioning, information gathering, and information transfer protocol of hundreds of clients in a wide variety of professions and businesses, i.e., doctors, hospitals, plumbers, lawyers, etc.

Many answering services that use CadCom equipment established an organization called CEO (CadCom Equipment Owners) for the purpose of increasing industry professionalism, sharing information and techniques, and training.

CLIENT OBJECTIVE

CEO contracted Russell Associates to develop a Computer-Based Interactive Training (CBIT) program to more effectively and efficiently teach the operation of CadCom equipment, as well as basic customer service and call control techniques.

TARGET AUDIENCE

Train new employees to simultaneously operate the computer and phone system, while managing the interview and customer service process. Retrain current customer service representatives and reinforce correct procedures.

TRAINING METHOD SELECTED

Computer-Based Interactive Training (CBIT)

RUSSELL ASSOCIATES SOLUTION

Design and produce a computer-based training program that simulated the CadCom software and processes. Calls were scripted and case scenarios were simulated, requiring customer service representatives to follow procedures and protocol for responding to customer needs and entering data. In addition to correct operations procedures, professional call answering techniques were conveyed.

PROGRAM LENGTH

- Five to six hours

PROGRAM RESULTS

After the Russell Associates' CBIT had been in use for three years, the CEO organization surveyed the users of the program to determine its use and effectiveness.

The results of the survey, as presented at the Association of Teleservices International (ATSI) Convention in Montreal, Canada, indicated that not only are new employees better trained using CBIT, but they are trained in less time. The survey indicated it took an average of 58 hours to train a new employee using an instructor-led program. Training using CBIT took only 11 hours, a time savings of 81%, and student retention of the material presented was greater.

