

## Customer Service E-Learning Modules

### *Healthcare Insurance*



### **The Client**

TBD Consulting's healthcare insurance client is one of the principal providers of benefits for large companies in the country. The organization's competitive advantage relies on their superior reputation for customer satisfaction that delivers a 99% retention rate; maintaining that reputation is crucial for the organization. Ongoing training of frontline call center representatives is one important initiative the company uses to maintain high quality customer service.

### **The Issues**

The organization regularly conducted multi-day training courses focused on customer service issues. As expected, this instructor-led training effort was costly. Classroom and facilitator expenses were significant direct costs to the organization. And adding to the opportunity cost, customer service representatives had to leave the phones to attend the training. The duration of the course was limited by what the CSR was likely to retain from one training intervention. The training department found it difficult to coordinate training dates and times in a manner that did not disrupt customer support.

TBD Consulting's challenge was to:

- Enhance customer satisfaction skills in areas beyond what was taught in the instructor-led segments
- Devise a delivery method that did not unduly disrupt day-to-day work flows
- Deliver engaging training that would positively impact learning
- Provide the solution within a limited budget

### **The Solution**

TBD's instructional designers and eLearning developers designed web-based training modules (10 to 15-minute modules) on a wide variety of customer service topics. Instead of giving training to all customer service representatives, TBD used technology to push only necessary modules to the representatives that needed training on the relevant topic. This was an efficient way to supply the needed information to the right representative at the right time.

Animation and interactivity in the modules kept the learning engaging. Use of a standard template cut the design time and managed the budget. The scope of each topic was controlled to yield only a brief eLearning lesson. The topics included:

- Cope with Challenging Caller Behaviors
- Create Moments of Magic (for the customer)
- Listening Under Pressure
- Ask Fact-Finding Questions
- Assist the Older Caller
- Speak with Confidence

## **The Business Impact**

Breaking the content into short modules facilitated flexibility in scheduling. Team leaders were easily able to set aside 15-minute blocks of time for customer service representatives to work independently through the modules. This enabled the organization to keep the spotlight on customer service and enhance agent's skills without significant direct or opportunity costs. The organization has maintained their 99% customer retention rate.

For details on TBD Consulting's complete range of services, call our corporate office to speak to a performance consultant or visit us at [www.tbdconsulting.com](http://www.tbdconsulting.com).