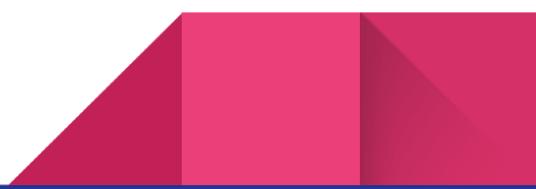




Deriving a 333% ROI from your learning platform

Powered by **nittio***learn*



Overview

A leading e-commerce company relied heavily on its contact center workforce to deliver unmatched customer support for its customers. The company's customer experience served as one of their unique selling propositions and played a key role in helping them increase their market share while operating in a very competitive landscape.

The company worked with over 15 partner centers that employ over 5000 contact center agents on an ongoing basis with support in 5 languages. This gave them the ability to operate a decentralized customer support organization that was spread across the country, allowed them to localize their support model to each region and helped them keep their customer support organization running 24X7X365. The partner centers also provide them with the flexibility to expand their contact center workforce by up to 5X to support their seasonal promotional campaigns.

The company chose Nittio's augmented learning platform to transform how they onboarded and upskilled contact agents across their partner organizations. Their trainers used the platform to streamline their content creation and training delivery process. Their business leaders leveraged the platform to derive near real time insights that helped them measure and improve the quality and efficiency of their organization. The platform also enhanced the contact center agent's learning experience by improving the relevance of the training content to their roles and giving them the ability to access their training securely from any device of their choice.

Within 12 months of implementing Nittio's augmented learning platform, the company realized a 333% return on their investment by streamlining and improving the effectiveness of their learning programs.

Key Challenges

There were primarily five key challenges that the company had to overcome in order to set up a nation-wide, decentralized customer support organization. These include:

Creating a consistent experience

With every new partner, the company dealt with variance at different levels despite their robust partner screening and onboarding process. The quality of their customer support through each partner organization directly relied on the organization's ability to hire quality contact center agents and trainers, onboard agents in a short period of time and enable the agents on the company's products and policies. The company had established a strong learning team to help address these variances, standardize their learning process, and enable a distributed contact center workforce that offered a consistent experience for its customers across the country.

Localizing support by region and customer type

Operating a nation-wide customer support organization required the company to tailor their customer support for each region and customer type. In a country as diverse as India, the company witnessed that the purchasing patterns, modes of payment, the reason for returns, and the preferred language for support all varied significantly from region to region. Assimilating all of these learnings and translating them into dynamic learning programs for their agents was key to sustaining their growth and creating an exceptional experience for their customers.

Managing attrition effectively

Given the strong demand for highly competent contact center agents, the company witnessed over 30% attrition in their contact support organization. This required them to ensure there was a sharp focus on hiring quality contact center talent, minimize hiring errors and manage a sharp rise in talent requirements during peak periods. The company relied on a mix of their own talent acquisition team and their partner organizations' teams to manage this effectively.

Ensuring rapid and effective onboarding

Managing a world-class customer support organization with a high attrition required a strong onboarding program that ensured a rapid and effective onboarding process for their distributed contact center workforce. This required them to create standard training programs that built-in adequate customizations for each partner organization and help them improve the first 30-day performance and productivity of their contact center agents.

Monitoring key metrics across stakeholders

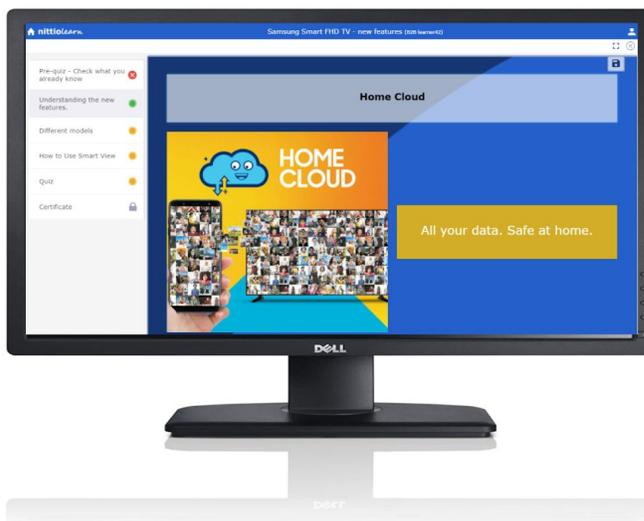
Running a high-performance customer support organization required near real-time visibility into key operational metrics across stakeholders in the organization. It was imperative to ensure that their business leaders, HR managers, and learning managers across the company viewed the same metrics, worked in tandem to exceed their benchmarks, and rapidly evolved how they were measuring and improving their performance against key metrics. The company placed strong emphasis on ensuring they tracked all critical metrics across their organization and empowered key stakeholders with the ability to derive instant feedback about their team's performance.

In order to address these challenges effectively, the company was looking to implement a robust learning platform that augmented their learning process and helped them improve their learning efficiency.

Our Solution

With Nittio's augmented learning platform, the company was able to successfully create a robust learning framework and streamline learning across its partner organizations by:

Building immersive learning content

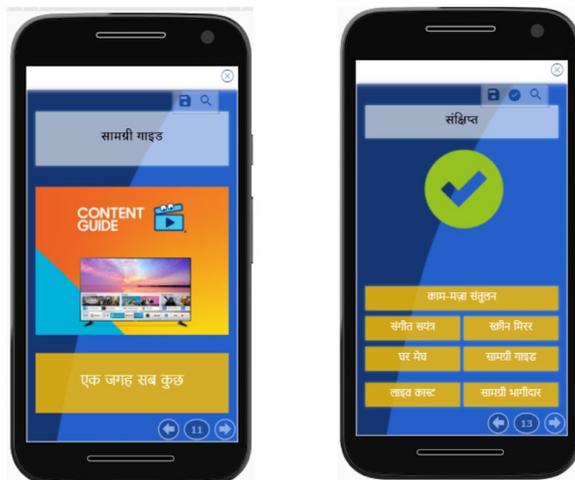


Creating learning content was a time consuming, effort-intensive process, and one that relied on a few experts who specialized in using popular content authoring tools. With Nittio, the company democratized content authoring and enabled their functional,

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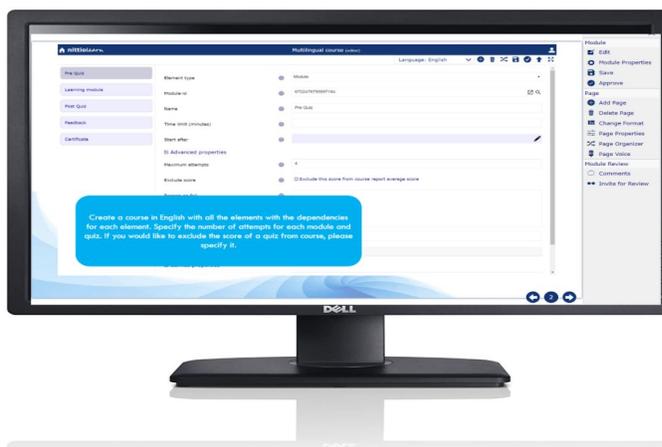
operational, and technical trainers to build their own content without any external help or sophisticated tools. Its rich library of responsive templates, ability to import slides/videos/documents, automated voice over and a host of other features simplified the content creation process and enabled their trainers to build immersive learning content within minutes.

Localizing content by region



Nittio enables trainers to translate their learning content in over 100 languages (with a single click), add automated voice over and/or their own recorded voice to training, build workflow simulations, and assign courses through rule-based assignments.

Create dynamic learning programs:



Trainers were able to use Nittio's flexible course builders to stitch together multiple learning content into a course. This is particularly helpful in creating learning programs (eg. New Hire Onboarding) that usually span over several days and should be paced to suit the learner's skill level. Trainers could use the flexible course builder to

dynamically measure prerequisite completion status (eg. Completion of specific courses, scores in a quiz, etc), activate specific course modules, and allow learners to progress to the next level only when they satisfy the necessary criteria for the course. The flexible course builder also allowed them to define pre-assessment to objectively measure the quality of incoming agents and post-assessment quizzes to measure the efficacy of their learning programs.

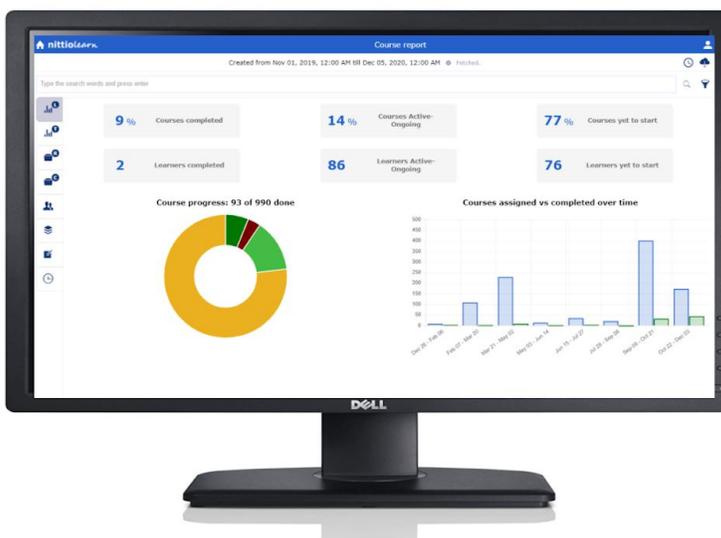
Transforming how agents learn



A key shortcoming of most conventional learning management systems comes from the modest learning experience that they provide for the learners. With Nittio, the company was able to make learning an easy and immersive experience for its associates, without compromising on the security. Associates could access and complete their courses from any device of their choice and could

seamlessly toggle between their devices. Trainers were able to automate the distribution of the right content to the right agent based on their region, location, function, designation, grade, and role. They were also able to certify learners when they completed a course, define validity for these certificates, and re-assign refresher courses on the expiration of the certificates. More importantly, trainers could make modifications to their courses and notify these changes to the learners with our hot updates feature. All of this was powered by Nittio's robust security features that include two factor authentication, in addition to preventing unwanted copy/download of training content into the associate's device.

Deriving deep, meaningful insights



Given a strong data-driven approach to running their operations, the company was able to create role-specific dashboards for their key stakeholders like business leaders, HR Managers, training

managers, and key partner organization stakeholders. Our intuitive dashboards provide them with the ability to measure key metrics like workforce strength, current skill level, estimated 30-day skill level, cross-skilling opportunities, adoption, learning efficacy, etc and allow them to drill-down by partner organization, region, location, function, designation, grade, and role to gain deeper insights into these metrics. This allowed them to track and impact all the key metrics that mattered, in real-time.

Outcomes

With Nittio's augmented learning platform, the company was able to measure key metrics pertaining to their learning programs, improve their learning effectiveness and derive efficiency gains. Within the first 12 months, the company was able to realize a total savings of \$ 1.36mn across their 17000 agents onboarded. This helped them realize a cumulative ROI of 333% from the learning platform.

Improve 0-30 day productivity

The company onboarded over 17000 contact center agents in the first 12 months and realized an average return of \$59.5/associate from productivity gains.

Onboarding period (Days)	Productivity/FTE (without Nittio)	Productivity/FTE (with Nittio)	\$ Savings/FTE
1-5	0	0	\$0
6-10	0	0	\$0
11-15	0	2.25	\$14.5
16-20	1	3.95	\$18.8
21-25	2.5	4.35	\$11.8
26-30	2.5	4.75	\$14.4
Total	6	15.3	\$59.5

Lower cost of training

The company streamlined their training delivery by leveraging a hybrid training model that reduced the need for manual training. The tool also helped them eliminate all costs associated with content creation through external vendors. This resulted in a cumulative savings of \$10.4/associate.

	w/o Nittio	With Nittio	Savings
Cost of content creation	\$ 17,066	\$0	\$ 17,066
Cost of facilitation	\$ 1,120,000	\$ 960,000	\$ 160,000
Total savings			\$ 177,066

Rationalize supplier spend

Prior to implementing Nittio's augmented learning platform, the company did not have real time visibility into the number of days in seat for each contact center agent before they were formally onboarded on their support tools platform. With Nittio, the company was able to measure the exact number of days in seat for each agent before their login accounts were created. This resulted in a savings of \$10.24/associate

	w/o Nittio	With Nittio
Days in seat before onboarding/agent	10	8.4
Total pre-onboarding spend on supplier	\$ 1,088,000	\$ 913,920