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INDUCTION CASE STUDY

Bringing a Contact Centre induction
into the 21st century.

AT A GLANCE

CHALLENGES

- Outdated training materials
- Inconsistent delivery standards
- Lack of visual engagement
- Continuous cognitive overload

BENEFITS

- Standardised training experience
- Faster learner productivity
- Increased learner satisfaction
- Improved team collaboration

OBJECTIVE

The company, after a period of massive growth, needed to revamp its outdated contact centre induction program. With only two people within the training team who were delivering continuous inductions, the training material had not been updated in several years.

New starters endured a four-week classroom induction, primarily focused on a 76-page booklet. Trainers delivered content through discussions and added personal insights which were not documented, making consistency difficult for new trainers. Learners struggled due to the lack of engaging activities and hands-on practice.

SOLUTION & RESULTS

The company was forward-thinking in its use of technology, operating across multiple digital platforms to connect with customers and relying on a range of software systems to support daily operations. However, the original training leaned heavily on theory, with minimal hands-on interaction with the tools learners would actually be using.

We completely redesigned the induction, breaking it into bite-sized modules and using blended learning to boost engagement. Digital activities, facilitator-led sessions and collaborative tasks were all woven in to ensure a consistent, interactive experience - regardless of who delivered the training.

Post-redesign, we introduced fully resourced materials: trainer notes, delegate booklets, presentation slides and digital elements were standardised. Learners now had structured time with experienced advisors built into the agenda, and the classroom training was streamlined to three weeks, followed by a buddying period. The results spoke for themselves - delegate satisfaction scores rose, time to competence dropped, and many learners were confidently taking customer contacts by the end of week one.

Team bonding also improved as new starters worked together on team-based activities and challenges, creating stronger peer networks from day one.

Beyond induction, we introduced virtual training for ongoing updates and skills refreshers - enabling learning at any time, from any location. Previously, all training had been face-to-face, so this marked a significant step forward in modernising the learning culture.