amplifire

ONBOARDING

Can New Hires Be Brought to Performance and Profitability Faster?

Two of the biggest challenges organizations face are employee turnover and the subsequent poor performance of new employees. High turnover not only impacts the bottom line, it affects customer satisfaction and team morale.

Making matters worse, hiring and on-boarding new employees is surprisingly costly. According to Bersin at Deloitte, turnover costs range from tens of thousands of dollars to 2X salary. Those astonishing figures include sourcing, interviewing, reviewing, reference checking, hiring, training, and unproductive time (4 weeks to 6 months).

The prescriptions are clear: First, reduce turnover by implementing practices that lead to employee retention. Second, institute training methods that on-board new hires as quickly as possible. And third, use principles from the brain sciences to make training stick in the minds of new hires so they rapidly become productive and satisfied in their work.

The time associated with hiring a new person is upwards of 100 hours.

This study looks at what kind of an impact the Amplifire training platform had on training, turnover, and financial outcomes when it was deployed at scale in large organizations.

Did Amplifire reduce employee turnover? Were employees more satisfied with their training experience in a digital platform based on brain science? Could new employees be trained in a fraction of the time spent in legacy training, yet still understand as much or more about their responsibilities to customers?

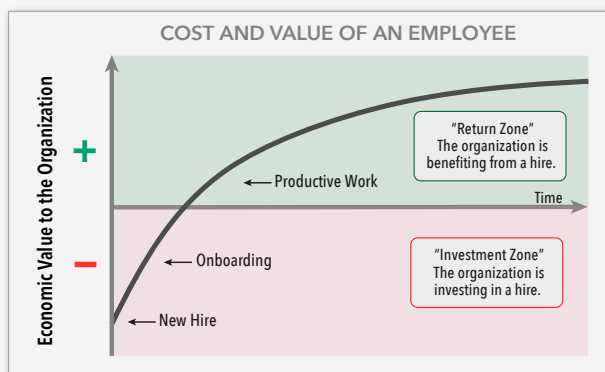## Onboarding Study: Findings & Takeaways

Retention Crisis

- The average annual turnover rate for customer service representatives and home electronics installers and repair technicians is between 45% and over 100%
- Workers who fall into the 20–34 year age group often stay less than one year
- By comparison, The Management Association's 2016 Turnover Survey found that the average annual turnover rate was 20.3% across all industries
- According to Strategic Revenue Partners, "the time associated with hiring a new person is upwards of 100 hours," taking into account "sourcing candidates, resume review, interviews, reference checks and administrative support"
- According to Bersin at Deloitte, turnover costs range from tens of thousands of dollars to 1.5–2x salary

The Study

- Data from major US call center and home electronic services installer
- Based on Amplifire, an outcomes-based training platform

The Results

- 90% decrease in training time
- Time to productivity reduced by 5 months
- Up to 67% performance improvement
- 24% greater employee retention
- Reduction in supervisor misinformation
- 94% employee satisfaction

COST AND VALUE OF AN EMPLOYEE

Economic Value to the Organization

+

← Productive Work

Time

"Return Zone"
The organization is benefiting from a hire.

−

← Onboarding

"Investment Zone"
The organization is investing in a hire.

← New Hire

90.8% Less Training Time for New Hires

Amplifire's adaptive algorithms personalize training so that learners focus only on content that they don't know or are uncertain about. This saves time and money.

In this case, Amplifire reduced training time from 240 minutes to 22 minutes.

- Agents spent 90.8% less time training in Amplifire than legacy delivery methods
- The total time to deliver Amplifire training to the 209 agents at this call center was 76.6 hours.
- Amplifire saved 683 training hours.

240 Minutes

−90.8%

21 Minutes

Call Center–2018 Data

Old Training   Amplifire
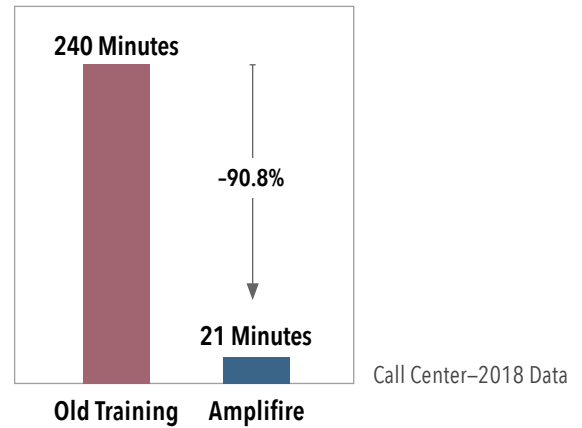
Employee Proficiency 5 Months Faster

Productivity is important to any organization's success, and new hire productivity depends on effective training.

For this technical services and installation firm, the number of jobs completed each day is one of the most critical profitability components. Margins are razor thin.

Amplifire improved the jobs-per-day completion rate by 25%. Amplifire-trained technicians started out with 2.5 jobs per day, but non-Amped technicians took 5 months to reach this level of proficiency.

Jobs per Day

Amplifire

Legacy Training

Months

Service Technicians–2017 Data
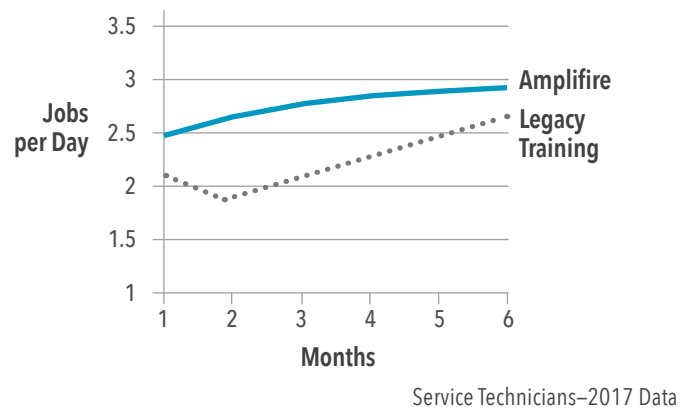
Triggers in Amplifire that cause rapid learning, long-term retention, and better performance

Amplifire is a patented algorithm built on twenty-two triggers that switch on learning and memory. The triggers have been verified by decades of experimental validation. Some of the discoverers have received Nobel Prizes for their work. Here are eight that drive speed, effectiveness, and great outcomes when learning in Amplifire.

- **Adaptivity** in a learning system gives you exactly what you need to know, and no more.
- **Confidence** in their information allows people to act decisively and correctly when under pressure.
- **Uncertainty** makes you attend to the gap between what you truly know and what you have yet to learn.
- **Feedback** recieved after waiting a short while to correct an error makes the correction far more powerful.

- **Spacing** out practice with a break in between causes your brain to realize that the material is important.
- **Games** keep your curiosity high so you stay engaged and keep learning.
- **Priming** prepares your brain by asking you questions about a topic before you actually study it.
- **Retrieval** occurs when you practice pulling information from memory. It is the most powerful way to strengthen that memory.

Assignment Completion Increased by 36%

Supporting and encouraging learners creates engagement and increases employee success. Amplifire not only makes learning more efficient by personalizing training to each learner's knowledge gaps, but allows instructors to easily identify learners who are struggling or falling behind so they can intervene and guide them.

For this organization, Amplifire identified instructors who were:

1) Not requiring their learners to complete all assignments
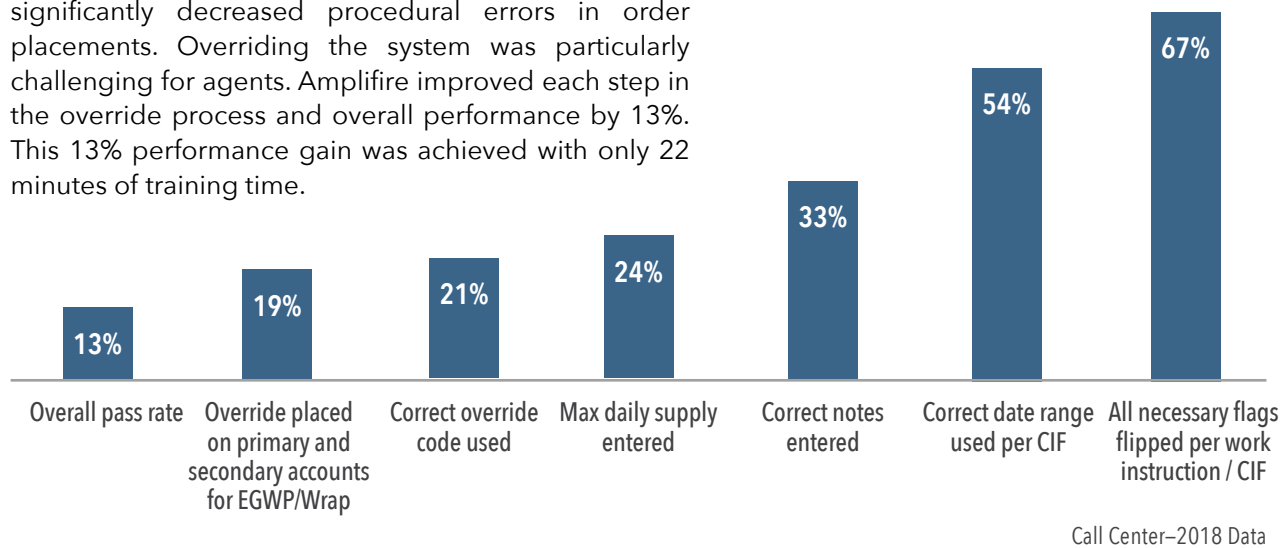
2) Allowing their students to spam through assignments

Once instructors received email notifications that reported on their learner's behavior, assignment completion rates increased by 36%.

% of Each Instructor's Students' Assignments Not Completed Before Amplifire

Service Technicians–2017 Data
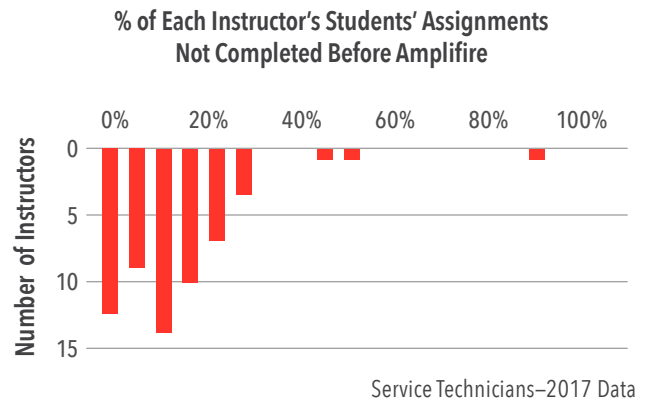
Up to 67% Performance Improvement

Employees are more productive and perform better when they are well trained and confident in the correct information. They act in the interests of their customers when they hold the least amount of doubt, ignorance, and misinformation.

In the example below (call center data), Amplifire significantly decreased procedural errors in order placements. Overriding the system was particularly challenging for agents. Amplifire improved each step in the override process and overall performance by 13%. This 13% performance gain was achieved with only 22 minutes of training time.

Overall pass rate	Override placed on primary and secondary accounts for EGWP/Wrap	Correct override code used	Max daily supply entered	Correct notes entered	Correct date range used per CIF	All necessary flags flipped per work instruction / CIF
13%	19%	21%	24%	33%	54%	67%

Call Center–2018 Data

Confidently Held Misinformation (CHM)

Confidently held misinformation lives in the minds of all employees. It is one of the largest contributors to mistakes, frustrations, and anxiety, and it leads to employee burnout and turnover.

CHM exists when an employee is sure they are right, but they are wrong. It is perilous for both customers and employees.

Amplifire has the unique power to detect and correct CHM. The platform requires learners to state their certainty when they answer questions. The system then classifies which questions were answered confidently but incorrectly (representing confidently held misinformation) and customizes the training in real time, leading the learner to rapid mastery of the topic and the end of CHM.
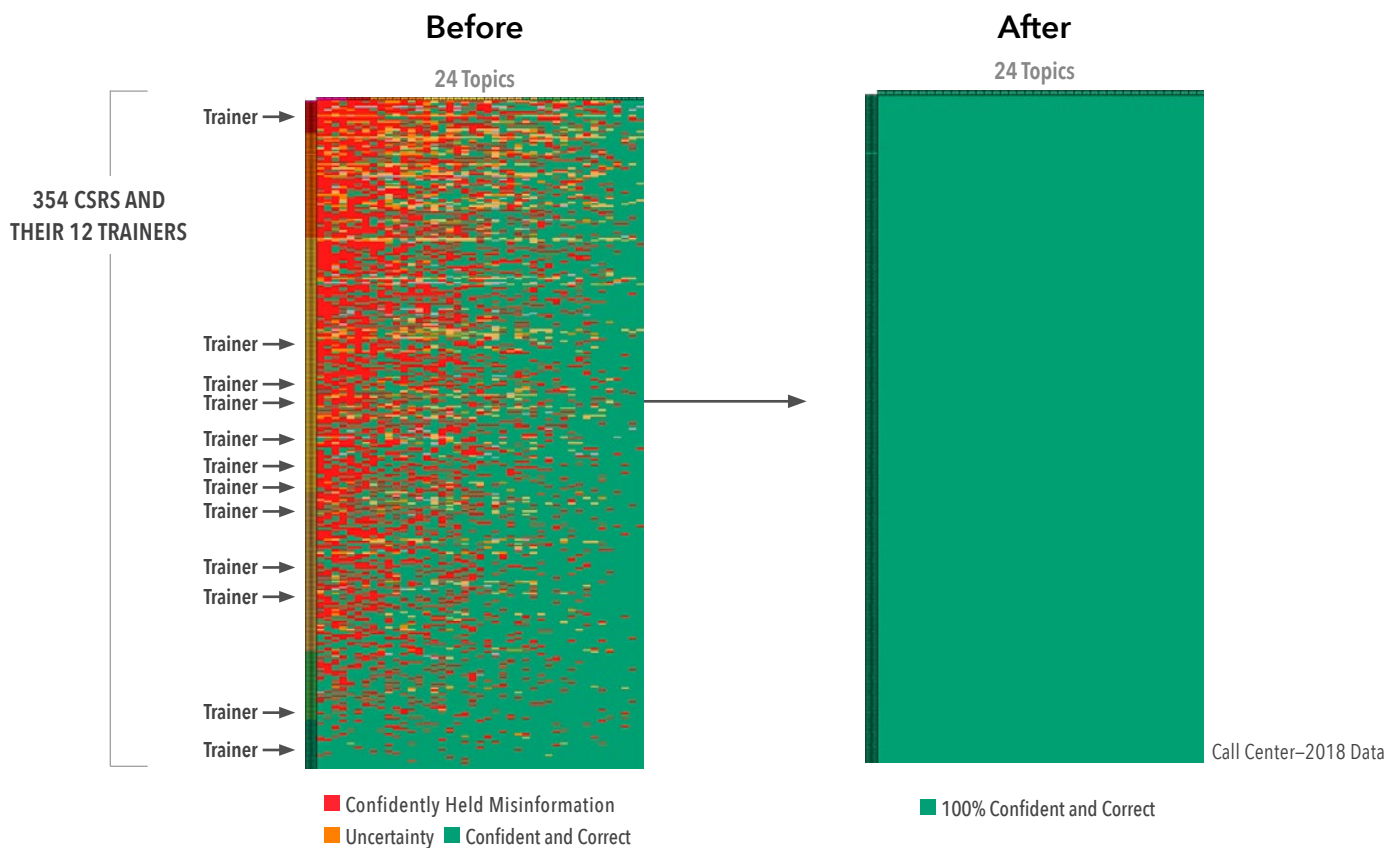
Where Do Supervisors Fail in Their Knowledge?

Ideally, trainers, managers, and supervisors are confident and correct about every aspect of the knowledge their trainees learn. Here, Amplifire discovered that many trainers in a call center operation know less than their agents.

This is systemic risk—when a manager or trainer is passing along confidently held misinformation to their employees. This often results in catastrophic effects on performance and morale. Employees will be confident

as they act incorrectly since they are doing precisely what their manager wishes. Eventually, employees begin to doubt their managers and trainers, which leads to dissatisfaction and the possibility of resignation.

Amplifire found and fixed CHM in both trainers and agents, resulting in the heatmap on the right.

Before

24 Topics

Trainer →

354 CSRS AND THEIR 12 TRAINERS

Trainer →

Trainer →
Trainer →

Trainer →
Trainer →
Trainer →
Trainer →

Trainer →
Trainer →

Trainer →

Trainer →

After

24 Topics

Call Center—2018 Data

■ Confidently Held Misinformation
■ Uncertainty ■ Confident and Correct

■ 100% Confident and Correct

Employee Retention Up by 24% at 6 Months

Hiring and onboarding agents is costly. According to QATC, the lowest turnover cost is $10,000 and the highest is twice an employee's salary. These figures include hiring, training, unproductive training time (3 weeks), and supervisor time.

High agent turnover not only impacts the call center's bottom line, it significantly impacts customer satisfaction, call center scheduling, and team morale.

In this large study, Amplifire increased retention by 24% compared with legacy training, as seen in the graph to the right.

Amplifire's AI component also predicted future productivity and turnover from employee's learning behavior.

- Amplifire found that learners who struggled with the training were 46% more likely to term.
- Learners who didn't take the training seriously were less likely to make it to six months.
- People who took the training seriously made it to 6 months 20% more often than people who took the training less seriously.

PROPORTION OF NEW EMPLOYEES RETAINED
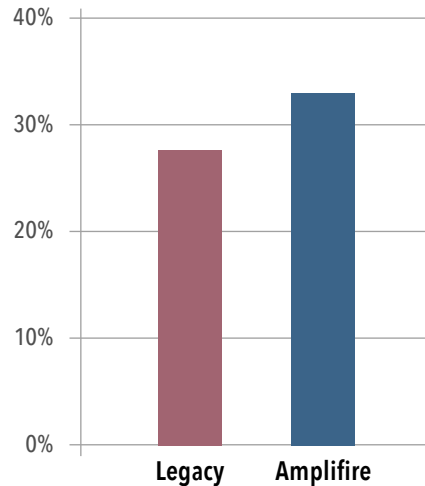
Service Technicians–2017 Data

Satisfaction with Training at 94.42%

Most employees hope to excel in their jobs and recieve praise while avoiding criticism. One of the factors that drives turnover is the unfortunate fact that call center employees receive large amounts of hostility from customers when they don't know the correct information, make mistakes, or don't handle the personal interaction properly.

One way to overcome the turnover problem is training, but ironically, studies from learning science show that learners rarely know what will work best for them. The most effective triggers like spacing, interleaving, and retrieval go unrecognized, or are perceived by learners as less effective than they truly are.

What allows Amplifire to receive high satisfaction ratings, like the 94% in this survey, is that the platform adapts to the prior knowledge and learning speed of the employee. If they know something with confidence, the platform does not bore them by repeating the information. If they are confident but wrong, the platform will drill them until they master the material. When they struggle or go too fast, the platform's *Artificial Mentoring* will step in with the proper guidance delivered in a pleasant yet firm tone.

Employees and prospective employees understand that the platform is on their side, helping to make them successful.
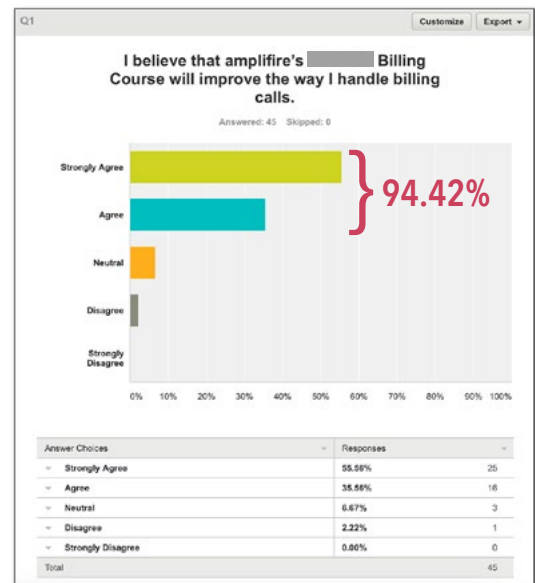
Call Center–2018 Data

About Amplifire

These studies were conducted using Amplifire, an e-learning platform built on the latest discoveries in cognitive science. The Amplifire learning algorithm detects and corrects the knowledge gaps, doubts, and misconceptions that exist in the minds of all employees in every organization. The platform adapts to the needs of individual learners as they take an Amplifire course until mastery of each topic is achieved.

Organizations have adopted Amplifire as a core operating asset. They have transformed training from a rote activity, where managers can only hope for results, into a strategic, measurable tool that delivers a workforce aligned with best practices and procedures.

After the platform finds and fixes misinformation and uncertainty, it delivers advanced analytics to managers that pinpoint where learners struggled, from the organization and department/functional group level down to the individual learner.

With more than a billion learner interactions, Amplifire harnesses research, learner feedback, and artificial intelligence to provide a faster and more engaging path to mastery. This powerful combination has made Amplifire an innovative leader in the learning industry.

To learn more about the platform, contact us at:

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- https://amplifireperformance.com

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