

# BUSINESS RESULTS FROM AGENT TRAINING

Leveraging digital transformation  
and online learning in a customer  
care center

**amplifire**

When Learning Matters



## A New Era of Innovation

“If you know where people are starting from in their learning, then you know what you have to do to get them where they need to be.”

– Scott Tweedy, Sr. VP of  
Support and Technology,  
Castlight Health

Now, more than ever, there is a need to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.

The pandemic forced many organizations to speed up their innovation/transformation process. An example of that was moving customer care center operations to 100% work-at-home in just a matter of weeks. The emergence and adoption of online adaptive learning is a critical enabler of these sorts of transformations.

At its heart, Amplifire’s adaptive eLearning platform is about “evidence-based” performance. It can drive many aspects of an innovative, digital transformation strategy. Organizations use it every day to build an expert workforce capable of achieving business goals by finding and filling knowledge gaps and the Confidently Held Misinformation (CHM) that lead to errors.



## Culture of Learning

Training was a big part of Castlight Health's digital transformation. They needed to quickly get their agents up to speed on the new mobile app to help their users navigate their health plan.

Castlight Health is a healthcare navigation company—their agents help people make sense of the complexities of modern medicine. Their recent digital enhancement initiative aimed to improve the customer experience, so they developed the National Care Center of Excellence and executed a new learning program to train their agents (customer service). To ensure agents were properly trained, they recognized the need for a new learning technology that would:

- Close knowledge gaps
- Assess training effectiveness
- Provide targeted intervention

As part of their selection criteria, they searched for an adaptive eLearning platform that was:

- Based on the latest cognitive science principles
- Presented learners with an engaging and personalized learning experience
- Provided rich learning analytics

**What were the results?**



## Before Amplifire

### Knowledge & Confidence

The course adapted in real-time to each individual's knowledge gaps and Amplifire found and filled 2,073 instances of misinformation and uncertainty. This personalized learning experience kept learners engaged and guided them until they were both accurate and confident.

### Learner Struggle

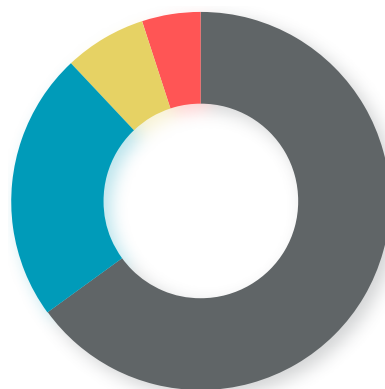
5% of learners struggled to master a concept. Despite being presented with the needed information, proficiency failed to emerge. The Actionable Intervention Report allowed trainers to see where these learners were struggling so they could coach these individuals.



### Misinformation

Levels of misinformation, uncertainty, and proficiency in this module

- Misinformation - 22%
- Uncertainty - 19%
- Proficiency - 59%



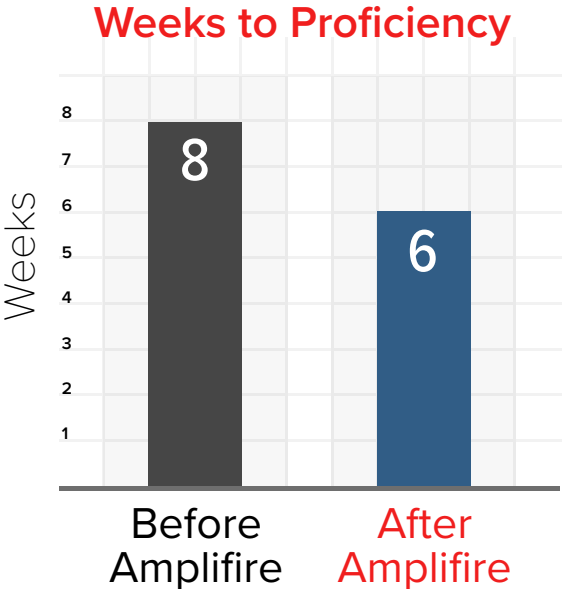
### Struggle

Respondents who had more than two attempts to answer correctly

- Actionable Intervention - 5%
- Low Struggle - 7%
- Learned It - 23%
- Knew It - 65%

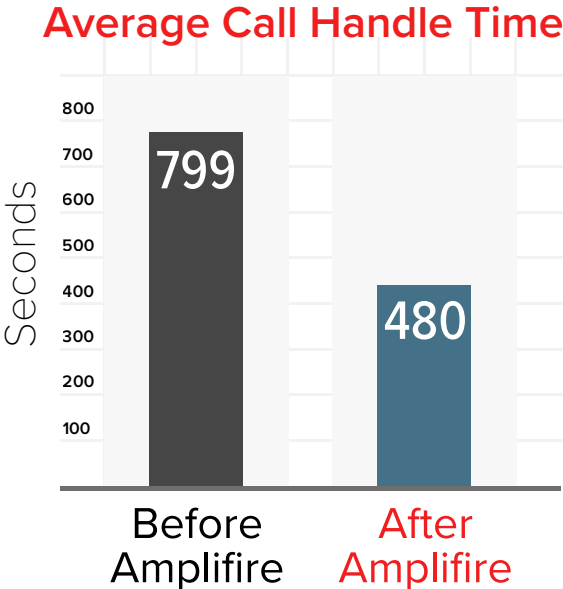
# Time to Proficiency

Due to the platform's adaptive nature, learners only focused on material that they didn't know or felt uncertain about. They did not waste time reviewing content they already knew. As a result, new hire training was reduced from 8 weeks to 6 weeks.



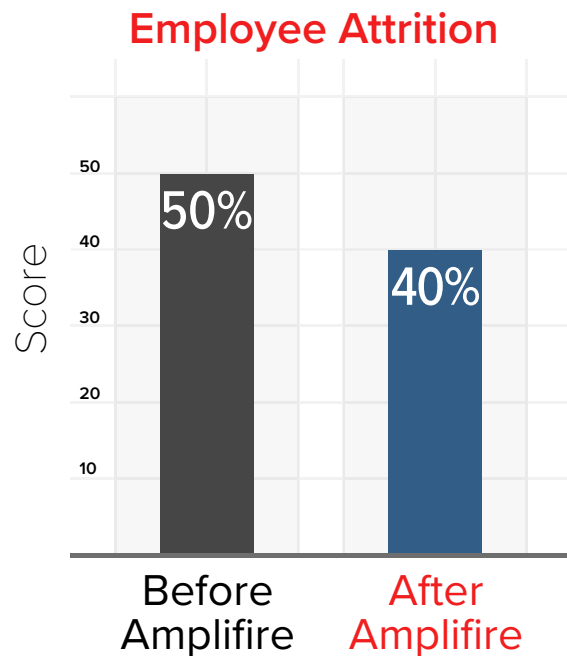
# Call Handle Time

Because agents were more knowledgeable and confident, the average call handle time was reduced by 40%.



## Agent Retention

Employees who are knowledgeable and confident are generally much more satisfied in their roles. With an improved learning experience, agents are competent and less frustrated. After Amplifire, attrition decreased and is on target to be 10% better than in the previous year.



## Agent Satisfaction

Course Survey: Employee engagement scores for agents using Amplifire were the highest overall for the Company. Agents indicated they felt equipped to perform their roles.

- The platform adapted in real time to create a personalized learning experience for each agent, which significantly boosted training efficacy.
- Agents were engaged and motivated.

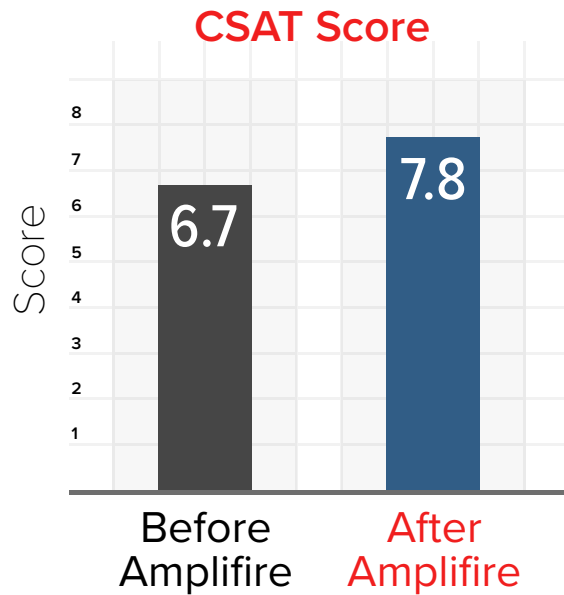
“ After taking our NCCT course using Amplifire, I felt like I knew more and was better prepared to answer employee questions. ”

– Agent, Castlight Health

# Customer Satisfaction

## What's the impact on the customer?

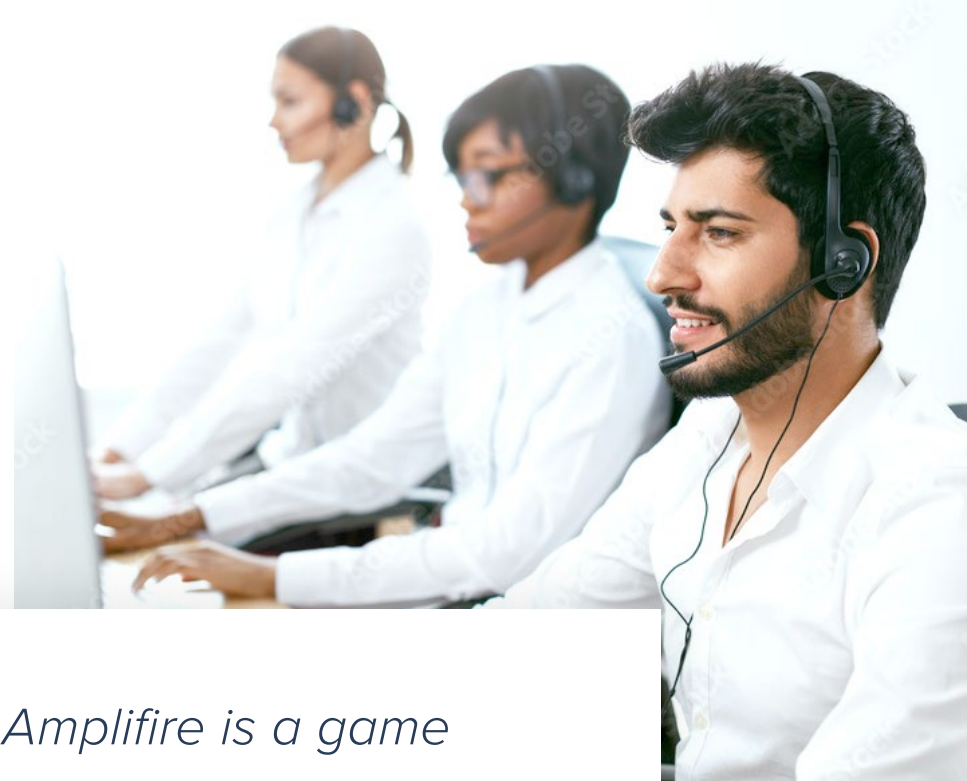
We've all heard that happy employees make happy customers. In this case, knowledgeable and confident agents performed better. This shows in the **16% increase** in the organization's customer satisfaction score.



## ABOUT AMPLIFIRE

With more than 3 billion learner interactions, Amplifire is the leading results-based learning platform built from discoveries in brain science and proven to help learners master faster, retain knowledge longer, and perform better. It detects and corrects knowledge gaps and misinformation that exist in the minds of all people and hinders their optimal performance.

Healthcare, education and Fortune 500 companies use Amplifire's patented learning algorithms, knowledge analytics and diagnostic capabilities to drive improved outcomes with a significant return on investment.



*“Amplifire is a game changer for improving the advocate (call center rep) experience.”*

— Global Call Center Company  
VP, Global Healthcare Learning and Innovation



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