



Learning & Enablement

Rogers is Canada's dynamic communications and media company. It makes sure its customers stay inspired, informed and in touch like never before, with their advanced networks, powerhouse media brands and technologically advanced communications services. In order to make it easy for customers to do business with them and keep pace with business growth, Rogers hires significant numbers of customer service representatives every year and trains them.

The challenge

Rogers embarked on the objective to bring in operational efficiency and optimize the cost of training by redesigning its new hire curricula, across business streams. It also wanted to reduce the time to competence of new hires by decreasing the duration of the induction program – the program was for an average 4-8 weeks, going up to 12 weeks.

The solution

Rogers partnered with Tata Interactive Systems (TIS) to redesign learning programs that truly embrace a blended modality. The first two stages involved an onsite study at Rogers' offices in Toronto, Canada, to conduct an analysis of the current onboarding programs. The objectives of this onsite consulting, called Requirement Gathering Study, were:

- To identify the high-impact ILT courses
- To identify how the curricula of these courses can be converted from ILT to WBT with the goal of reduction in classroom time and learning hours.

CASE STUDY



TATA INTERACTIVE SYSTEMS

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The high-impact streams were identified based on discussions with Rogers L&E and business representatives. The parameters which were considered were: size of audience, frequency of use, potential business impact, and learning time. This included redesigning curricula for increased use of eLearning, reduction in classroom time, pre-work before the new hire is brought on board, and use of different instructional strategies in eLearning for motivation and engagement. TIS developed about 400 hours of eLearning in just six months.

The result

The impact on business was an average of 65% reduction in classroom time, 22% increase in productivity and decrease in the associated overheads and trainer costs.