

Acceller

Blended Training Solution for the Digital Landing System

Acceller's Need

Acceller Inc. serves its customers by simplifying the consumer buying process for digital lifestyle services, such as video, internet, and phone. Acquiring and activating these services can be a complicated and frustrating process for consumers, so Acceller provides an easy, one-stop comparison shopping experience through the Digital Landing system, Acceller's technology platform. Acceller's offerings and capabilities have grown in recent years, and as the number of products and services expand, consumers have more questions for call center agents. Acceller decided in 2008 that its agents should increase their product, sales, and Digital Landing knowledge in order to more effectively consult with consumers. In the past, Acceller used WebEx, conference calls, and on-site training to guide its agents. As products and services grew, however, it became evident that they needed a more systematic and robust training solution that addressed how to access and use Digital Landing, the products and services offered in the platform, and the best way to position and sell solutions. In addition, the group of agents is large, geographically dispersed, and has a high turnover rate, so Acceller needed a consistent and repeatable training medium such as e-learning as part of the solution.

The ABR Solution

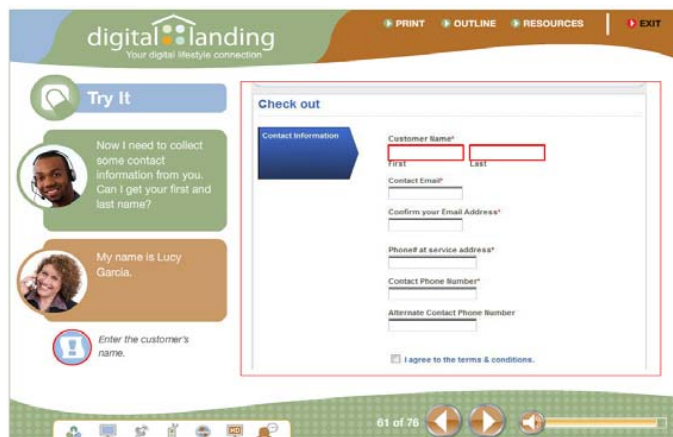
Accelerated Business Results (ABR) proposed a comprehensive training solution to support Acceller's growth and address its needs. The solution consisted of three training phases, including a recommendation for customized e-learning, instructor led-training sessions, and supporting tools and job aids on the following topics:

- The Digital Landing System
- Provider Products and Services
- Sales Techniques

For the first phase, ABR developed a blended training solution that included a 45-minute e-learning module, instructor-led training session, and a job aid. The goal of this phase was to train agents on using the new Digital Landing 1.5 platform and how to successfully process and execute customer orders. When designing the solution, ABR meticulously scrutinized the Digital Landing system in order to identify the most significant hurdles for agents, and then developed the training based on that assessment. ABR also used Try It exercises and unique practice opportunities in the e-learning module to simulate realistic scenarios for agents. The next phases of the overall solution are in progress and will focus on provider products and services and sales techniques.

“The needs assessment and development process was clear, well thought out, and thorough. ABR recommended and deployed a blended training approach that focused on our primary pain points in a fun and informative way. I am extremely pleased with the end product and believe that it has given Acceller a new competitive advantage. I highly recommend ABR.”

–Brian Thomas, Senior Vice President, Acceller Inc.



How ABR Helped Acceller

ABR's customized training solution provided Acceller with a specialized plan for delivering consistent, high-quality, and comprehensive training to agents. ABR's innovative approach in the first phase of training was successful in preparing a large number of agents with varied backgrounds and experience to become masters of the Digital Landing system, ensuring support for the future growth of the business. This ideal, cost-effective, and long-term solution for Acceller has successfully empowered the company to support its growing customer base.