



# Onboarding customer service employees

## Client situation

A major hospitality company with over 20 million guests a year and 12,000 staff was looking for faster and more efficient ways to onboard its millennial customer service employees.

The client strongly believed that the customer service employees' skills and attitude were crucial for the customer experience. However, the Customer Operations Director observed that his millennial staff was not engaged during traditional classroom training and wanted to test new ways to strengthen the service culture. The client chose to pilot two different mobile learning solutions in parallel, one of them being Gnowbe.

## Challenge

Customer service was predominantly delivered by young part-time employees that stayed only temporarily with the organization. High turnover and frequent onboarding of new staff made training a daunting challenge. How could the client strengthen the service culture and improve customer satisfaction under these circumstances?

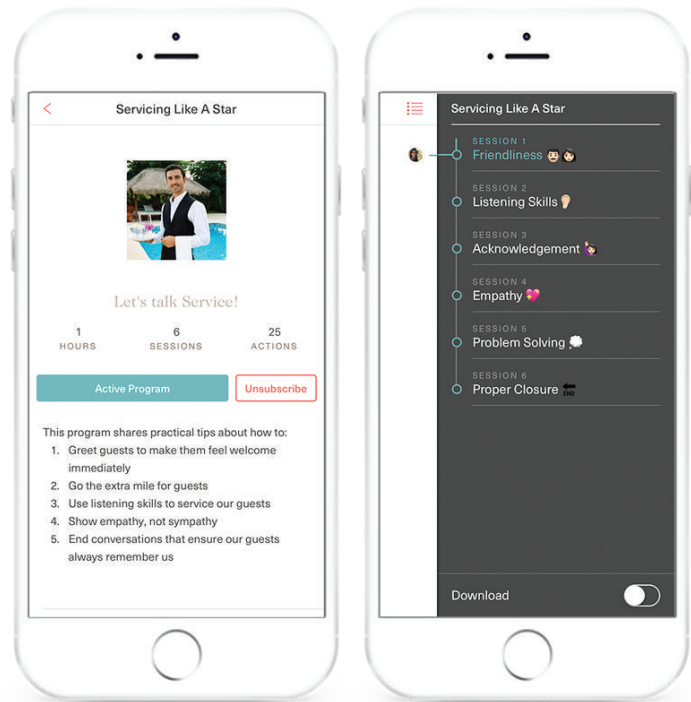
There were 4 specific challenges to be addressed:

- Capture attention of millennial employees
- Be cost-efficient with a workforce that is characterised by high turnover rate.
- Allow frequent onboarding so that staff is ready just-in-time.
- Training translate into behaviour change and improve customer satisfaction.

## Solution

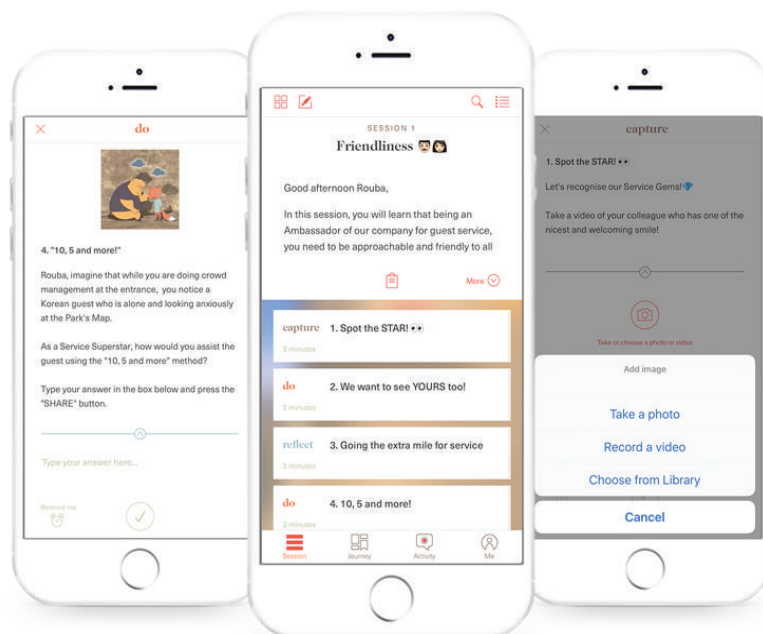
The client leveraged Gnowbe's mobile first microlearning solution to reach their customer service employees - physically and emotionally. It was used as part of a blended learning solution where key modules for service ambassadors such as Introduction To Service and the company's Unique Approach to Customer Service were delivered on Gnowbe.

The organization's Head of Learning & Development chose to transform the existing training content himself. He created an interactive, multi-media journey of short videos, quizzes, reflections and quotes on the Gnowbe platform.



Old training: PowerPoint presentation

Once designed, the programs were available for distribution just-in-time, without incurring additional costs for each new hire. With Gnowbe, learning was suddenly accessible round the clock. Employees savored the flexibility they got to learn on Gnowbe during breaks or even at home on the sofa in a relaxed atmosphere. The bite-sized, interactive content captivated the young employees and helped them swiftly absorb and apply key concepts such as empathy or listening. The young users also stayed engaged by collaborating on the Gnowbe Journey Board and sharing learnings through social features.



Old training: PowerPoint presentation

## Results

Extensive feedback was gathered to understand the difference between learning on Gnowbe compared to other training platforms.

### User feedback

User feedback was very positive and highly emotional. Compared to the alternative solution, there was a strong preference for Gnowbe as it was perceived to be “really talking to me”, “a beautiful experience”, and “focus on what really matters.”

### Curator feedback

As the client customized the content themselves (this was before Gnowbe had templates!), curator feedback was an important part of the evaluation and focused on three points:

- Technology platform: Curators found it very easy to navigate and use; they loved the look & feel of Gnowbe
- Content development: Curators quickly understood that they had to let go wordy text but instead drill down to the essence and make content laser-focused, bite-sized and interactive.
- Peer-to-peer learning: Curators felt this to be an important feature as it did encourage self-reflection and further learning.

### Accelerate and improve customer service readiness

The operations director was pleased with the agility of Gnowbe that allowed him to onboard new staff any time as well reduce the onboarding time from a few weeks to a few days. He is confident that the customer satisfaction score will improve from 95 to 97% as Gnowbe is enabling customer service ambassadors to build trust through being knowledgeable and courteous.

After the trial of 2 different solutions, the client decided for Gnowbe. The key reason was the unique active learning approach that lead to an engagement 10x higher than compared to traditional e-learning platforms.

*“I really changed a lot when I kept using the app.”*

*“It is just not helpful to run classes during daytime the youngsters physically attend but do not take anything in”*

*“The videos made me understand what empathy really means.”*

**8x** completion compared to traditional e-learning

**90%** users love learning on Gnowbe

**75%** learners more confident to apply knowledge