

Initial Analysis--- New Hire Training for Inbound Call Rep

Ginger Ciuperca
EDCI 572, Dr. Dell
Purdue University
Summer 2014

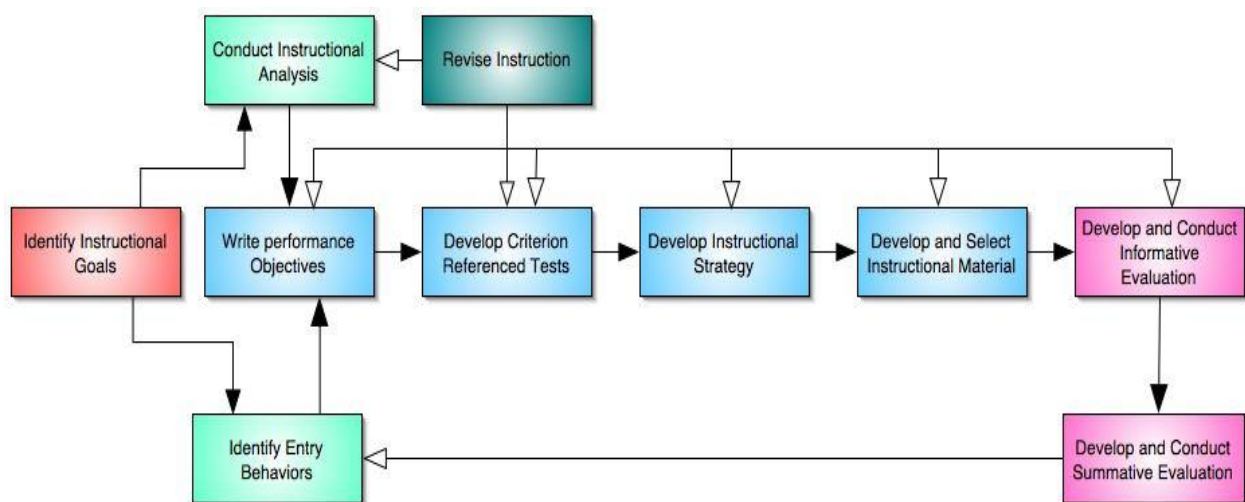
Introduction

The focus of this initial analysis report is to complete the front-end analysis for our group topic. Our topic is to create a workshop to facilitate new hire training for an entry-level inbound call representative. After each individual front-end analysis assignments are done, we will blend the best features together to create a 20 minute workshop.

Our new hire training incorporates previous knowledge and/or experiences and builds to incorporate new ideas/training dependent upon appropriate learning environments designed by us as the facilitators.

Connection to the Dick & Carey Model: The model presents instruction as an entire system, focusing on the interrelationship between context, content, learning and instruction. According to Dick and Carey, "Components such as the instructor, learners, materials, instructional activities, delivery system, and learning and performance environments interact with each other and work together to bring about the desired student learning outcomes".

This systems approach model incorporates 10 interrelated parts, which depend upon each other, and offer feedback for each other to accomplish an educational goal or set of goals. Based on many years of research, learning theory, and practical experience, the Dick & Carey Model is used to plan, design, implement, and evaluate instruction.



Dick and Carey Instructional Design Model

Front-end Analysis and Instructional Goal

This workshop is designed for all new hires in call centers. It will provide foundational problem solving and customer relationship training for all representatives. Our company G³ has developed a role-specific training module entitled, “Your GPS to G³ Success”. This training will give the new hires an opportunity to practice everything they have learned in a supported, live-call environment. Additionally, it will equip learners with the tools and resources needed for identifying and solving customer problems and deliver award-winning service to our valued customers. Every new hire, whether they are entry-level or incumbent, must complete their role-specific course before being allowed to perform any job duties. This training will use a blended approach with an online web-based training module followed by a one day workshop. Learners will be allowed to complete the web-based training as part of the Day One orientation program and the one day workshop will be facilitated by an instructor.

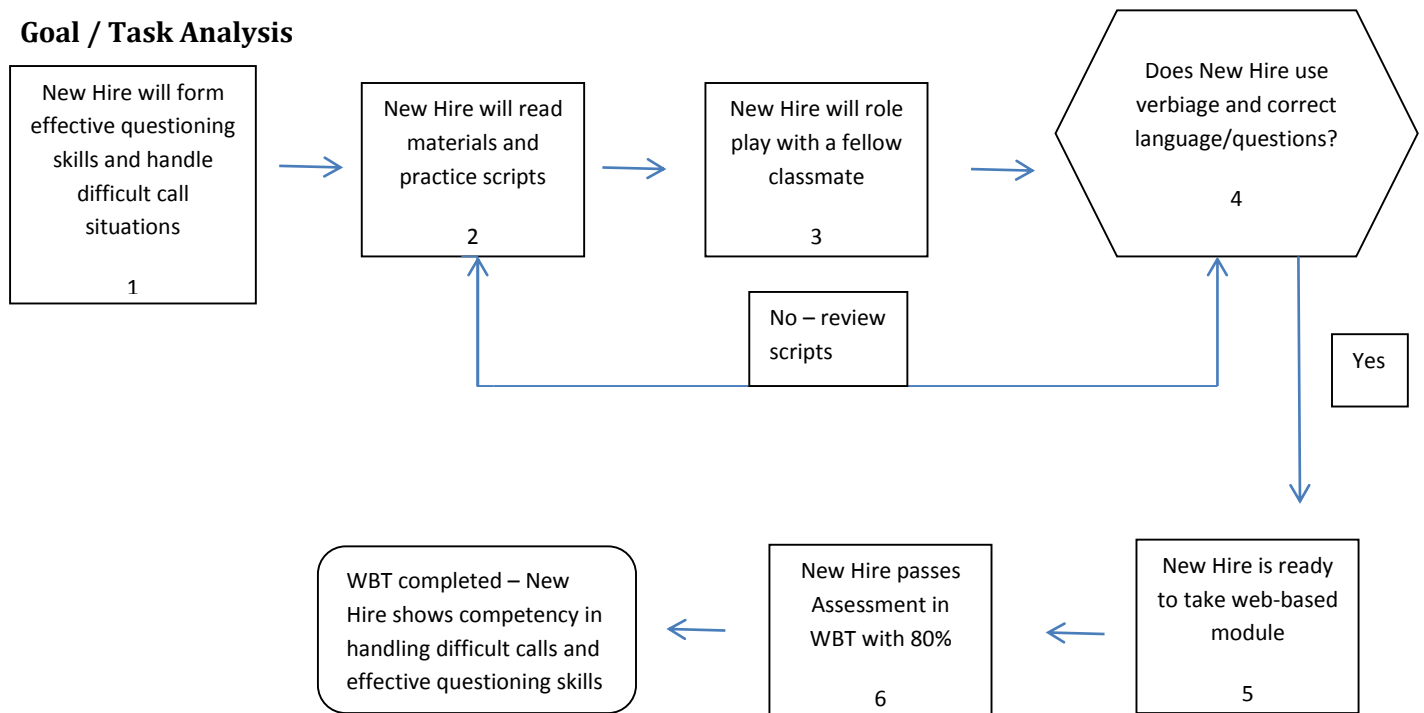
Needs Assessment

To comply with the company-wide training mandate, all new hires must complete their role-specific “GPS” module in order to acquire the tools to succeed in the Call Center.

Instructional Goal

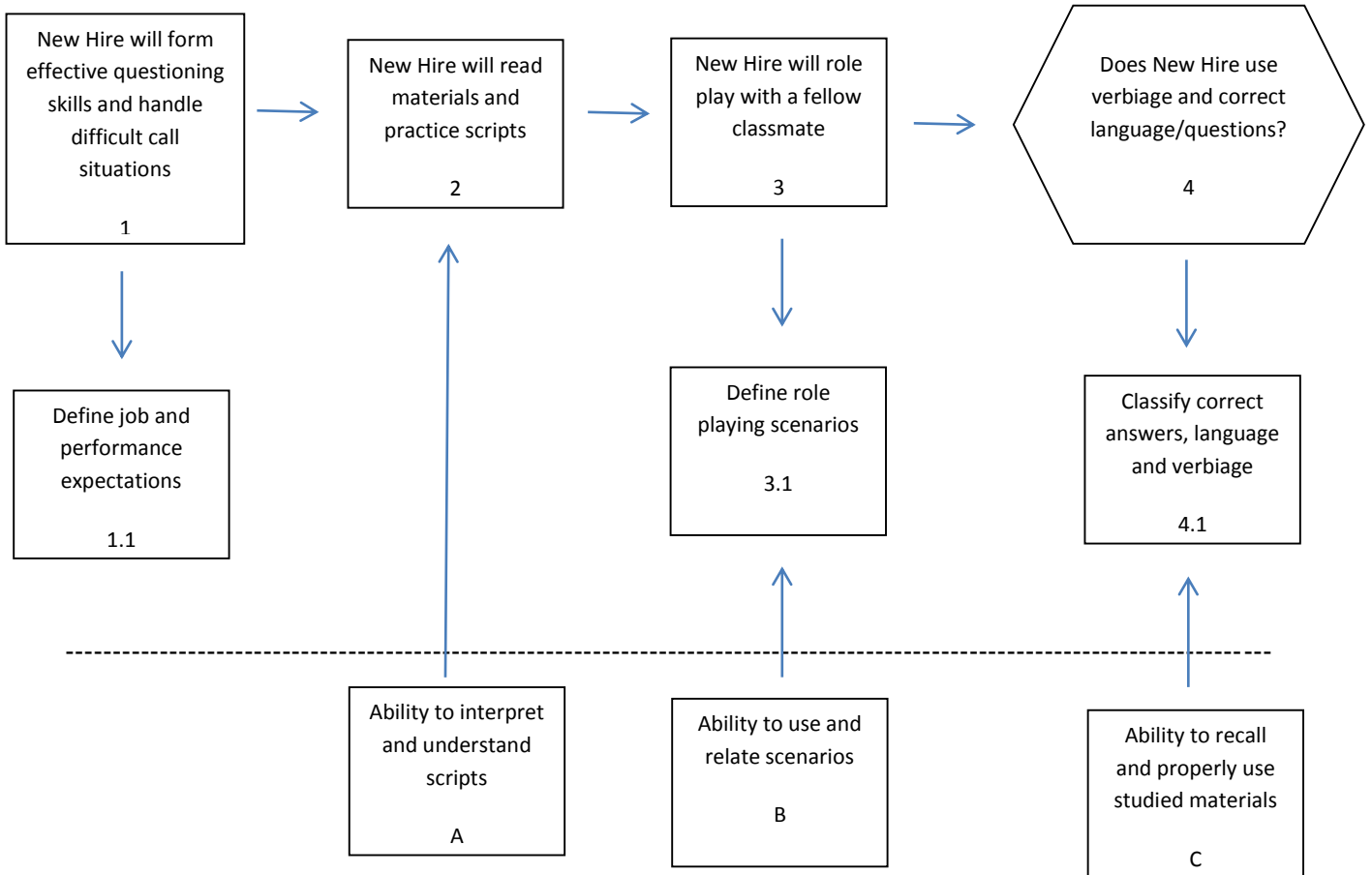
In order to become effective team members, contribute to organizational success, and provide exceptional customer service, new hires will acquire, recall, and practice the skills needed to build rapport with customers. The instructional goal will be that learners will demonstrate competency by passing a WBT module with an 80%. The WBT module will test their abilities in active listening, building effective questioning skills and capability to handle difficult call situations. This will be done by role-playing, group exercises and online web modules.

Goal / Task Analysis



Subordinate and Entry Skills

1. Entry skills---what do students need to know PRIOR to coming to the workshop
2. Subordinate skills----required to perform each main step of the instructional goal.



Learner Characteristics and Analysis:

Prior knowledge and/or experience	<p>All new hires should have prior customer service, customer management, and sales call experience.</p> <p>All new hires should have experience working with cold calls and the ability to initiate conversations.</p> <p>If the new hire does not have prior experience, a brief knowledge check is necessary.</p>
Expectations of instruction	<p>All new hires must have the ability to take notes and write summaries at the end of certain modules.</p> <p>All new hires should meet the entry skills in regards to use of a computer.</p> <p>All new hires should be able to work independently on their own individual WBT.</p>
Target group	<p>The target group is all newly hired employees to G³. Based on the interview process, it was established that the learners are familiar with the process and expectations for passing the web-based modules. All have agreed to engage and participate in the new hire process.</p>
Attitude about the training	<p>While there has been some concern voiced about the volume and ability to retain the training, it will be presented that all learners may repeat modules unlimited times and will be provided with handbooks for later reference.</p>
Management support	<p>Given that new hire training is a company-wide mandate, there is an understanding of the time commitment for any new employee.</p>

Context Analysis:

Setting support	<p>An IT specialist will be available as needed.</p>
Setting where skills will be used and taught	<p>The training lab is equipped with 25 computers, headphones, external microphones, internet access and a projector to display training.</p>

	All newly hired employees are issued a company laptop.
Setting - Security	All newly hired employees will be issued a security badge which will give them access to the training room.
Setting Limitations	Removal of notes while taking the WBT module

In closing, this workshop will be used to prepare Inbound Sales Reps with New Hire training to be used in a live call center environment. This will lay the groundwork for a successful first 30 days. Equipping learners with the tools and resources that G³ uses will enhance the employee performance. This in turn will benefit the company with effective call center representatives.

References

Dick, W., & Carey, L. (1996). *The systematic design of instruction*. 4th ed. New York, NY: Harper Collin

Dick, W., Carey, L., & Carey, J.O. (2009). *The Systematic Design of Instruction*. Columbus, OH: Pearson.