

Knowledge Boost Online Training: An Instructional Product Evaluation

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Instructional Product Overview: Knowledge Boost

Knowledge Boost (KB) is a software tool developed by Intradiem that delivers intra-day automation solutions for multi-channel contact centers. Knowledge Boost offers an invincible customer experience with a real-time workforce by automating manual processes such as intraday task management, intraday staffing, reskilling, channel balancing, and real-time alerts (About Intradiem).

Knowledge Boost provides an immediate delivery and consistent response to unpredictable events and changing conditions, resulting in labor savings, improved employee performance and a better overall customer experience. More than 450,000 contact center, field service, retail, bank branch, and back office employees around the world use Intradiem’s solution every day. Their online training platform provides training content to users via a paid subscription-based service and has such clients as Sprint and Cox Communications, Inc.

Knowledge Boost identifies natural downtimes in call volume and gives a company the ability to shift activities that would normally be scheduled as off-phone tasks for completion during idle time. Therefore, each training course is divided into small time-driven sessions, which are designed to give agents quick targeted information. Users receive completions for each session which includes instructional videos, taking quizzes and completing questionnaires. The term agent and/or rep will be used in this evaluation in lieu of “learner”.

Table 1 provides an overview of two of training sessions provided within the Knowledge Boost learning module. Knowledge Boost provides additional content in their complete online library that agents can access as they have time.

Projects	Stages	Content
#1) Intro to Webmail	<i>Webmail Basics</i>	<ul style="list-style-type: none"> • 1 instructional video via Brainshark • 1 online quiz • 1 Job Aid
	<i>Email Configurations</i>	<ul style="list-style-type: none"> • 1 instructional video via Brainshark • 1 online quiz • 1 Job Aid
	<i>Calendar & Contact Configurations</i>	<ul style="list-style-type: none"> • 1 instructional video via Brainshark • 1 online quiz • 1 Job Aid
#2) eForms	<i>Understanding the Form Elements</i>	<ul style="list-style-type: none"> • 1 instructional video via Brainshark • 1 online quiz • 1 Job Aid • 1 QRG (quick reference guide)
	<i>Submitting Form</i>	<ul style="list-style-type: none"> • 1 instructional video via Brainshark • 1 online quiz • 1 Job Aid • 1 QRG (quick reference guide)

Table 1: Overview of Knowledge Boost learning module (Library)

Audience & Context: A Learner Analysis

The demographics of the target audience are call center agents that are English speaking with a variety of ethnic backgrounds and have completed new hire training. This means they will all have a basic understanding of call centers and handling challenging call situations. There will be a relatively even mix of males and females, too. All agents will have a high school degree and a majority of them have a Bachelor's degree. No prior technology experience is necessary to use the Knowledge Boost tool.

All training is delivered online without any interaction between an instructor and the agent. If there are any issues or concerns with the course, the agent will discuss directly with their supervisor. Agents who are required to take the Knowledge Boost training courses are likely highly motivated, self-directed employees yet are beginners on company-specific call center policies, forms and products. Knowledge Boost promotes the agents knowledge and skill set which is linked to better employee performance and customer satisfaction.

Measurement Instruments & Procedures: An Evaluation Strategy

Prior to the evaluation strategy implementation, managers/supervisors have been made aware of the expectations for the agents. The agents will be emailed instructions and what is expected of them. They will be required to complete the two following modules within a week: #1 Intro to Webmail and #2 eForms. These modules are to be completed within a week of receiving the link via e-mail at their own pace. It is recommended that they set aside a period of time where they will not be disturbed by customers or other employees while completing the module.

The instructions via email will explain the evaluation strategy and the intended use of the Level 1 and Level 2 evaluation methods from Kirkpatrick's 4 Level Evaluation Model (Kirkpatrick & Kirkpatrick, 2006).

Level 1 Evaluation:

According to Kirkpatrick & Kirkpatrick, Level 1 learner reaction is a crucial component of an overall evaluation strategy. Since Knowledge Boost is based on a self-guided learning experience, it is essential to measure the learning experience for the agent and their satisfaction. Customer satisfaction depends on Knowledge Boost delivering content to agents so that the agents are educated on key products and initiatives on an ongoing basis. Companies pay for licenses to use the online training service and can easily cancel their subscription if the tool does not provide an adequate level of training that helps the business reach its goals.

- *Evaluation Instrument:* Training Feedback Survey (See Appendix A for the Training Feedback Survey)
- *Evaluation Procedures:* A survey will be created using Survey Monkey and delivered via e-mail to all Knowledge Boost agents involved in this evaluation. The agents will be instructed to follow the link to the survey after completing the two modules. Using an online survey will make the data easier to combine and analyze at a relatively low cost. The survey will be anonymous so that the sample group will feel free to be as critical and honest about their reactions toward the Knowledge Boost tool. This will produce more accurate reaction measurements that will not be skewed by pressure to respond with a particular response.

The questions will solely focus on the tool specifically focusing on the ease of navigation, the content itself, how engaging the content is, whether the individual felt better prepared for product related content, and whether the individual would recommend the tool to someone else. This will provide data on learner reactions toward the tool. It will allow Knowledge Boost to determine what problems exist with the tool from the learner's perspective and how to correct them when creating additional content. These specific details will help determine how motivating the tool is while learning and how effective agents believe the tool is in teaching the content.

The survey will contain 10 questions total with each question having a total possible score of 5. Since this survey will be done without an evaluator present, there is the possibility that some individuals may choose to use the tool itself to answer the questions instead of basing it on what they have learned. The e-mail will note that the survey is anonymous and the purpose is solely to collect data on the tool itself.

If the results of the survey are higher than an average of 8.5, the Training Department will need to develop a training program to integrate the Knowledge Boost tool and fix some of its lapses. If the results of the survey are lower than an average of 6.5, the Training Department will need to determine whether the tool should be used at all.

Level 2 Evaluation:

To maintain its industry-leading pace of customer service improvements, Knowledge Boost needed a way to provide agents with accurate training and information on a continuous basis without negatively impacting service levels. Therefore, measuring Level 2 learning outcomes are critical for Knowledge Boost to combine both quantitative and qualitative data in order to report a holistic picture of the learning experience. Knowledge Boost relies on its customers' ability to translate what they have learned into customer service opportunities for agent and customer satisfaction. Knowledge Boost's customers must be able to not only ensure a positive learning experience for its agents, but also ensure that learning has taken place in a measurable way.

- *Evaluation Instruments:* Online quiz and optional agent interview (See Appendix B for quiz)
- *Evaluation Procedures:* Level 2 evaluation data should be collected after the learning process. Online quizzes and agent interviews are tools already deployed as an integral part of the training platform and which agents are comfortable using. Both the quizzes and interviews provide instant feedback to encourage the agent to stay engaged through the entire instructional process.

There will be a total of 5 questions using a 5 point Likert rating system. The 5 point Likert rating system will provide an appropriate range of responses on the quality of the tool. Only using 5 questions will also ensure that the agents will not get bored answering numerous questions so the answers will be more thoughtful. There will also be a section at the end of the survey for comments and suggestions about the tool. This will provide specific details on what the agents thought were strengths and weaknesses of Knowledge Boost tool which will allow the Training Department to make a more informed decision.

A standard of 4.0 will be used to determine whether the tool adequately meets the needs of the sample group at the reaction level. If any of the question responses fall below an average 4.0 rating, the Training Department will need to consider developing a training program that integrates the tool and fixes some of the problems raised by the sample group. If any of question responses fall below an

average of 3.0, the Training Department will need to consider not using the tool and developing the entire training program without this instrument.

Level 1 & Level 2 Reporting: *From Data Collection to Analysis*

An executive summary will be presented to summarize the evaluation results to the Training Department. The report will include Level 1 reaction surveys with drill down capability and Level 2 tabulated scores. This data will be used to provide a brief summary of the online training programs strengths/weaknesses and recommendations for improvement. This information will be used to inform the Training Department of the value of the training program; if learning objectives were met, and identify if further training may be necessary.

Level 1 and Level 2 data reaction data will be reported using an average of the ratings from each set of questions. As stated above for Level 1 and Level 2, the standard measures are specific for each type of assessment. For example, if an average of 4.0 for each question was measured in Level 2, there would be no further review of the tool. If any question falls below an average response of 4.0, it will necessitate a review by the Training Department to create a program that integrates the tool, and if any question falls below an average of 3.0, the Training Department will need to review whether the tool should be used at all.

These comparisons of the reaction and learning data will be used to determine the effectiveness of the Knowledge Boost learning tool in meeting the objectives of a particular Business. Based on these results, the Knowledge Boost tool will either be used as the sole training program, integrated into a training program created by the Training Department, or not used for this training initiative.

Analyzing the data from the perspective of creating a positive learning experience will help a Training Department take action on unproductive strategies and provide some quantifiable data that can be used to generate new ideas that will keep agents engaged, motivated and satisfied. As a future recommendation, Level 3 and Level 4 evaluation methods could be incorporated as part of a more expansive evaluation plan.

References:

About Knowledge Boost. (n.d.). Retrieved September 10, 2014, from Knowledge Boost Corporate Website: <http://intradiem.com/about>

Kirkpatrick, D. L., & Kirkpatrick, J. D. (2006). *Evaluating Training Programs*. San Francisco: Berrett-Koehler Publishers, Inc.

Library. (n.d.). Retrieved September 10, 2014, from Knowledge Boost Corporate FTP Website

Appendices:

- Appendix A: Knowledge Boost Training Feedback Survey
- Appendix B: Knowledge Boost Agent Quiz
- Appendix C: Screenshots from Knowledge Boost Online Training Platform

Appendix A: Knowledge Boost Training Feedback Survey

Name (optional):

Instructions: This survey has been designed in order to compile feedback on your experience using Knowledge Boost online training. For each question, select the number that best corresponds to the 5-point scale below.

1 = Strongly disagree | 2 = Disagree | 3 = Neither agree/disagree | 4 = Agree | 5 = Strongly Agree

Record your opinions on the quality of the training content:

1. The instructional video was conducive for learning.
 1 2 3 4 5 | Comments:
2. The online quizzes tested the agent on knowledge of the topic.
 1 2 3 4 5 | Comments:
3. The job aid gave the agent the applicable content.
 1 2 3 4 5 | Comments:
4. The content was well organized and easy to navigate.
 1 2 3 4 5 | Comments:

Record your opinions on the relevance of the training content:

5. The skills taught in the training modules are relevant for an agent.
 1 2 3 4 5 | Comments:
6. I learned new knowledge and skills from this training.
 1 2 3 4 5 | Comments:
7. The level of training was adequate for my skill level.
 1 2 3 4 5 | Comments:
8. The content covered in the training addressed relevant topics.
 1 2 3 4 5 | Comments:

Record your opinions on your overall levels of satisfaction:

9. The training program kept the participant actively engaged.
 1 2 3 4 5 | Comments:
10. I would recommend this training program to a friend or colleague.
 1 2 3 4 5 | Comments:

Appendix B: Knowledge Boost Agent Quiz

Instructions: This quiz has been designed to assess if there was knowledge retention from the Knowledge Boost online training. For each question, select the number that best corresponds to the 5-point scale below.

1 = Strongly disagree | 2 = Disagree | 3 = Neither agree/disagree | 4 = Agree | 5 = Strongly Agree

Name (optional): _____

Demographics:

Gender: _____

Age: _____

1. Will the Knowledge Boost online training improve your job performance?

1 2 3 4 5

2. The scope of the material was appropriate to meet my needs.

1 2 3 4 5

3. The examples presented helped me understand the content.

1 2 3 4 5

4. Have you been able to apply what you learned from the Knowledge Boost training to any current call center scenarios?

1 2 3 4 5

5. The Knowledge Boost training helped you retain and use the information provided in the videos.

1 2 3 4 5

Additional Comments:

Do you have any additional comments or ideas for improving the training modules?

Appendix C: Screenshots from Knowledge Boost Online Training Platform

Knowledge Boost
powered by *Intradiem*

Login: gdavis Server: coxknowledgeboost.intradiem.com

Assignment Details
0914_COX_INTROTKB

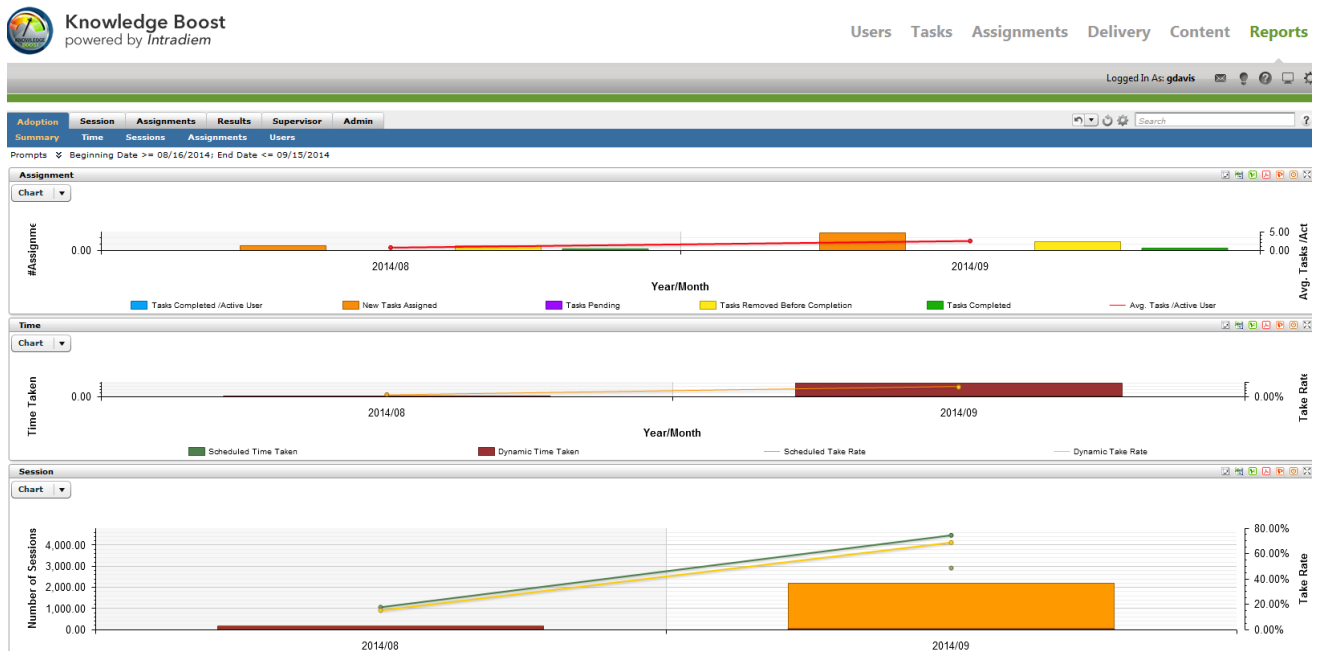
[Start This Assignment Now](#)

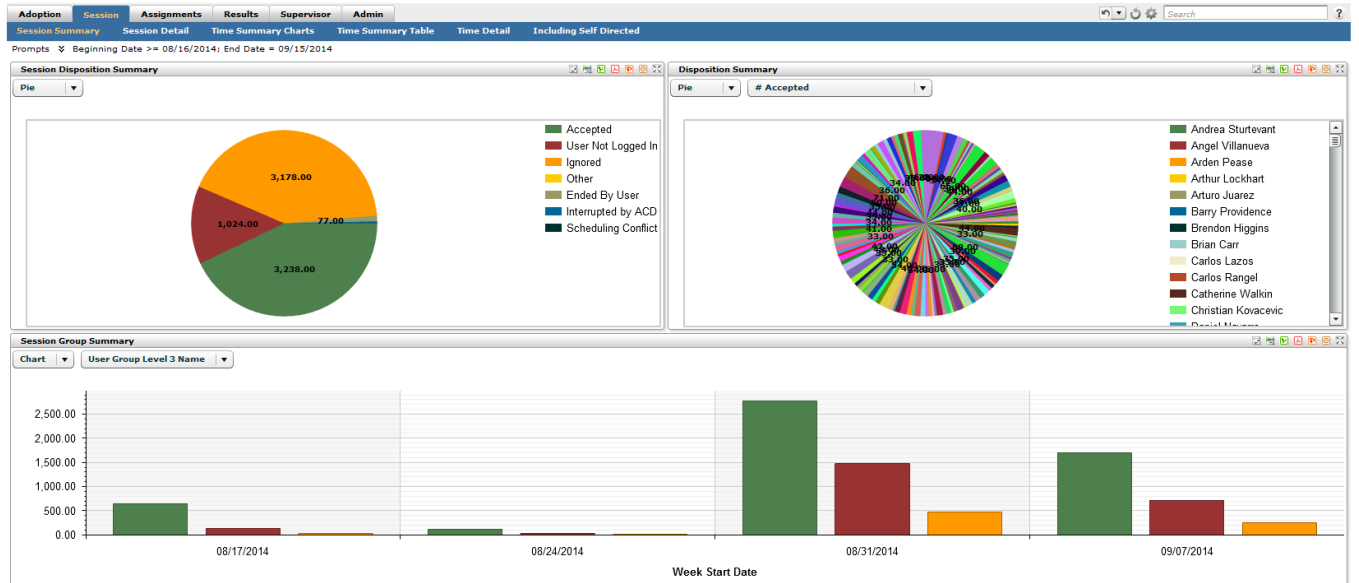
Order	Task Name	Due Date	Priority	Status	Activity Type
1	0914_COX_INTROTKB	9/29/2014	Medium	Not Started	General Training

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Question Of The Day: [View Question Of The Day](#)





Test Summary Stats by Tasks

Task Name	Total Users Assigned Tests	Times Taken/ Viewed	Users Taken/ Viewed	Tests Taken	Average First Score	Average Score	Average Last Score
0814 CC WEBMAIL	561	563	561	563	100%	100%	100%
0814 CCOSPSP PAPERLESSBILL	2	2	2	2	100%	100%	100%
0814 CCOSPSP PRODUCTION FEATURE	2	2	2	2	100%	100%	100%
0914 CC PAPERLESSBILL	532	532	532	532	99.51%	99.51%	99.51%
0914 CC SPEECHCYCLE	391	391	391	391	100%	100%	100%
0914 CCOSP WEBMAIL	15	15	15	15	100%	100%	100%