



CASE STUDY: Alzheimer's Association Contact Center

THE CHALLENGE: CUSTOMER SERVICE TRAINING

The Alzheimer's Association Contact Center (Client Services) provides essential support and counseling for thousands of Alzheimer's patients and caregivers daily.

With the rapid growth and popularity of this new 24-hour Contact Center service, local association chapters needed Contact Center training. This consisted of one day (8-hours) of instruction, using a PowerPoint presentation and workbook materials, provided by 2-3 individual trainers and logistics personnel per session.

The travel costs associated with supporting the training needs of 80+ chapters in hundreds of locations made traditional instructor-led training financially impractical. In addition, ongoing turnover in volunteer staff necessitated ongoing small-scale training needs.

PERFORMANCE SOLUTION: BLENDED eLEARNING

Consisting of a training program using multiple training methods, blended eLearning makes use of online training in combination with other training methods, such as facilitator-led or workbook instruction. This makes it possible to match the learning method most appropriately with the goal of a particular training module. The program contained 11 training modules.

Each of the 11 training modules was one of the following:

- Facilitator-led meeting
- Self-Instruction (workbook-based)
- Online Simulation.

Online learning was reserved for the interactive, scenario-based learning activities. These engaging situations and scenarios probe learner understanding, and let learners practice skills, before being placed on live phone calls.

SOLID RESULTS: MEASURABLE BENEFITS

This approach provided a great number of benefits, including:

- Lower cost per trainee, no travel costs
- Consistent, high-quality training
- Engaging and enjoyable
- Flexible scheduling
- Highly customizable approach, through facilitator meetings.

The Alzheimer's Association Contact Center (Client Services) is now a centerpiece of the association's branding initiative. The Contact Center and its local chapters successfully handle thousands of calls daily from patients and caregivers alike.

