



The REPeTrain sales training program at Aon

Making customer delight a reality

Aon Consulting is ranked among the world's top human resources consulting firms with more than 48,000 employees in over 130 offices worldwide. They offer services in organizational effectiveness and culture change, leadership, selection and assessment, process design and improvement, and people development through a global network of experienced consultants. Their clients include several Fortune 1000 companies.

THE NEED FOR E-LEARNING

Today companies view customer relations as an increasingly critical business component, emphasizing customer service, sales and call center functions. Aon wished to capitalize on this opportunity by developing and marketing courses that would help organizations provide better customer service and in turn increase customer loyalty, making interaction delightful and meaningful.

Tata Interactive Systems was commissioned to convert an instructor-led course on soft skills into an interactive Web-based course. An administration module to control the access to these courses was also envisaged as part of the solution.

HOW OUR SOLUTION HELPED

Tata Interactive Systems developed an online customer-service training program, REPeTrain, to provide customer contact representatives with the skills and knowledge necessary to respond quickly, appropriately and accurately to customers' needs. The features of the solution were:

- It distinguished business and emotional needs of calls, and revealed how they often intertwine.
- The exercises were designed to challenge as well as teach.



The REPeTrain customer-service training program was awarded the Call Center magazine's Product of the Year Award.

- It addressed universal principles valuable to customer service, whether online or in person.
- The entire program was quite easy to administer.

REPeTrain enabled call centers to:

- Deliver training effectively and efficiently.
- Target training to specific core competencies.
- Standardize representative behavior and provide superior customer service.
- Attract and retain customers enhancing customer loyalty.
- Increase employee retention.

The program comprised ten modules: Knowing the Customer, Components of Exceptional Customer Service, Valuing the Customer, Building Rapport, Barriers to Effective Listening, Assertive Communication, Empathy, Taking Ownership, Telephone Etiquette, and Managing Difficult Situations.

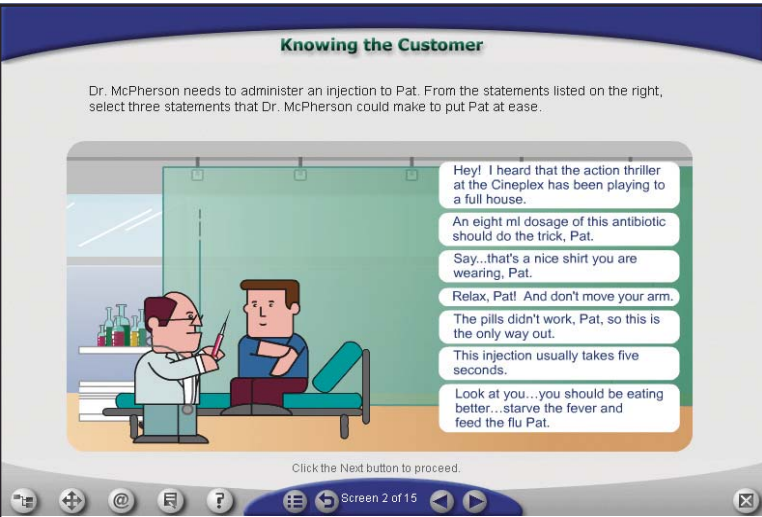
Modules followed a consistent format and included realistic scenarios, exercises, puzzles, and assessments. The program was designed to run on both the Internet and the client's intranet. It enabled the administrator to create and edit group information, append modules, assign modules to groups, and view reports. A complete learner tracking system generated reports on learners' progress.

TECHNOLOGY USED

The program was developed using HTML, DHTML, JavaScript, and Flash. The server-side functionality was created using Active Server Pages (ASP) and MS SQL 7.0.

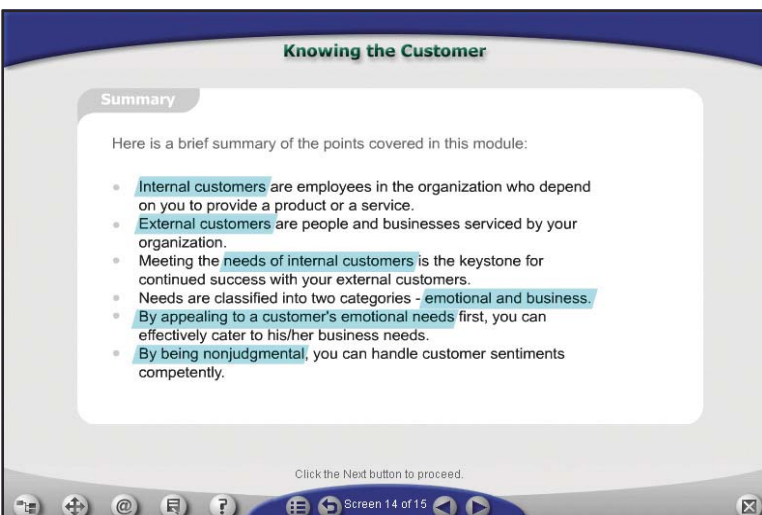
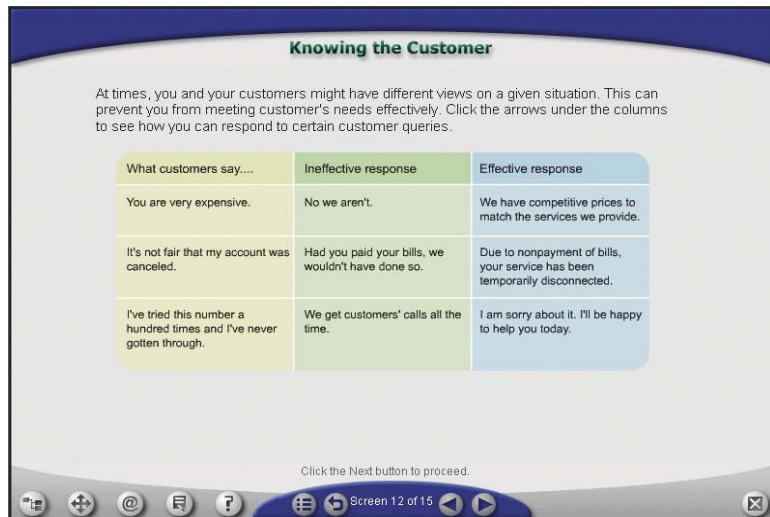
SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of the REPeTrain customer service training program. To experience our products at work, you may view our demos by registering online at: www.tatainteractive.com.



Learners are offered the option of choosing from a range of responses to customer requests.

The course makes extensive use of real-life scenarios that the learners can relate to.



Every module provides a summary of key concepts to reinforce learning.