



Project: Curriculum Update 2007-2008

Objectives: Update and enhance the Hotwire Curriculum to support achievement of organizational goals.

Through the:

1. Creation of a cohesive plan which will create uniformity across all training locations
2. The centralization and storage of all in class training materials, job aids, and supplemental materials
3. The expansion of the Level 2/Service Agent role to all call center locations
4. Streamlining the training progression of the new hire to hotwire to speed their transition to the floor.

Benefits:

- ✓ Provide additional support to business results (Average handle time; Quality; Conversion, etc)
- ✓ Improve performance levels
- ✓ Enhance consistent communication with our customers
- ✓ Facilitate individual career development
- ✓ Enhanced support of the QA program
- ✓ Contribute to reducing attrition
- ✓ Enhance Curriculum version control processes
- ✓ Streamline current content for efficiency
- ✓ Incorporate revised operational processes

Risks:

- ✓ Historical bias
- ✓ Requires a degree of unlearn/relearn at the vendor locations
- ✓ Inconsistency in operational procedures
- ✓ Re-training for existing staff
- ✓ Increase in delivery time
- ✓ Appropriately skilled trainers
- ✓ Effective version control
- ✓ Evaluation

Critical Success Factors:

- Adequate resource
- Stakeholder buy-in
- Managed transition
- Consistent focus
- Version control process
- Adequate skill levels (trainers)
- Effective and consistent communication
- Robust evaluation process

Assumptions:

- ✓ Detailed project plan reviewed and accepted.
- ✓ Formalized communication
- ✓ Stakeholder contribution
- ✓ On-going resource commitment
- ✓ Technological ability and functionality issues have robust mitigation plan provided from the vendor prior to training commencing.

Overall Curriculum Changes

As this is reconfiguration includes the retraining of 200+ agents plus an 80% annual attrition the execution will happen in Two Stages.

Stage One:

- Expanding the Level 2 agent training to 10 days and lengthen the “Nesting” period an additional 8 days
- Daily assessments provided to ensure tracking of trainees.
- Modularize the trainer guides, assessments and participant workbooks to ease remediation as needed.
- Incorporate “double jacking” and “buddy listening” throughout key points in the training.
- Introduce “excellent calls” at the onset of the training.
- Create core curriculum of Hotwire basics to scaffold transition from “tracked” to specific role hiring.

Stage Two

- Revisit content for efficiency and revise accordingly
- Incorporate “Sales & Service” curriculum into monthly update training to transition
- Update and provide training content to move from “tracked” to specific roles of Sales and Service

Deliverables

- Module-by-Module instructional Map
- Agent profile Job Map
- Instructors guides
- Participant guides
- Individual Participant assessments
- Assessment answer keys

Requirements For success.

- Train the trainer attended by Local Training Manager or assignee
- Trainer Certification completed and provided prior to delivery
- Class and individual assessment scores provided at the end of training for each course delivered.
- Trainer Review provided at the end of each course delivered.

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| <ul style="list-style-type: none">• Supplementary instructional notes• Agent Assessment records• Supplemental job aids• Train the trainer guide | |
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