



Data Sheet

LEARNING INNOVATION SOLUTIONS

Social Learning

Create a collaborative learning environment that builds collective intelligence from experienced sales and service support professionals.

Overview

Social media has redefined the way we interact, collaborate, and influence others as a community. Combining the elements of social media with the learning environment has revolutionized the industry by making the learning process more effective, efficient, collaborative, and continuous. Through TeleTech's enterprise platform, we offer a robust Social Learning product that empowers learners to collaborate with their peers, trainers, and other stakeholders, all throughout the project life cycle.

When learning material is created, the front-line associates, who are most familiar with the process, products, and policies, provide training recommendations. Operational enhancements are stored as comments in the collaboration platform. Once the information is verified by the quality assurance group, the training and knowledge material is updated by training, operations, marketing, and technical experts, as well as other authorized users. Learners rate content, provide feedback and comments, and real-time updates to the training material. This information is published and notifications are sent to facilitators, instructional designers, and subject matter experts (SMEs) to refine and refresh the learning materials.

Built on the principles of collective knowledge, this asynchronous learning enables instant conversion of rich tacit knowledge of sales and support professionals to explicit knowledge. This helps mitigate risks from attrition and talent loss.

Features/Benefits

- Convert tacit knowledge from SMEs to explicit knowledge through an easy, interactive, collaborative, and real-time platform
- Build collective knowledge and intelligence from learners, associates, SMEs, and stakeholders across the world
- Blended bottom-up and top-down approach to knowledge sharing with various stakeholders across the organization
- Teach and assess learners using relevant information to streamline learning around key customer interactions and performance indicators
- Generate continuous refinement and feedback from all stakeholders - learners, SMEs, and trainers through the entire learning life cycle

Convert years of tacit knowledge to explicit knowledge in real-time from anywhere in the world.

- Design viral-video facilitation sessions utilizing SMEs from around the world to deliver enterprise best practices
- Enable personalized, anytime, anywhere learning by leveraging existing enterprise 2.0 technology while delivering relevant and memorable content
- Bundle and deploy other learning solutions including interactive e-learning or video courses using a social platform
- Drive multi-layered course completion accountability of formal and informal learning through an intuitive learning management system (LMS) integration

Highlights

TeleTech's Social Learning product helps:

- Transform training from a single discrete event that pushes information down to learners, to a continuous on-going practice where learners augment their knowledge from live operational environments. Learning is no longer unidirectional but is now a more collaborative process.
- Create a collaborative learning environment that builds collective intelligence from experienced sales and service support professionals.
- Convert years of tacit knowledge to explicit knowledge in real-time from anywhere in the world.
- Empower instructional designers, facilitators, and SMEs to develop a learning curriculum in a collaborative environment, expediting the development timeline by at least 25%.

Uses

Social Learning is ideally suited to:

- Create a more collaborative and a continuous learning environment with regular feedback from various stakeholders,
- Capture, store, and share tacit knowledge as explicit knowledge,
- Remove hierarchical communication barriers between new learners, front-line associates, facilitators, instructional designers, SMEs, and clients,
- Provide learning opportunities for those who choose to learn at their own pace, and
- Provide personalized learning, review, and feedback for learners.

Key Differentiators

- **Knowledge Management Integration:** Continuous feedback from various stakeholders throughout the learning process has created a knowledge base built in the social media platform. Integrating rich social knowledge with the existing knowledge management database allows for a relevant and robust knowledge base.
- **Leveraging Global Best Practices:** TeleTech's SMEs, trainers, and facilitators develop complex learning programs around the world with Global 1000 companies. Through a social platform, we are able to share global best practices. Combined with this ability is the extensive knowledge from sales and service professionals that is leveraged in the social learning platform for every learner to utilize.
- **Blended Learning Solutions:** We can help design an ideal blend of various TeleTech Learning Innovation products such as Simulated Learning, e-learning, and Video Learning to meet clients' unique needs; delivered via a social platform.

TeleTech's Social Learning product improves overall speed to performance for associates by 30%.

Why TeleTech?

Our Social Learning product has been developed by TeleTech's consultants and used in numerous service and sales programs across the globe. TeleTech provides the optimal blended learning solution to help your business stay competitive.

More Information

Please see our website www.teletech.com for additional information about our Learning Innovation products.

Related Products and Services

- Simulated Learning
- eLearning
- Video Learning
- Mobile Learning