

Learning Innovation: We lead with the customer

We partner with our clients to bring people, process and technology together to turn one-off tactics into an operationalized program embedded in the way the organization runs long term.

The brands that lead in customer engagement – Zappos, Disney, Apple, Costco – all have a commitment to culture that goes far below the surface. Each of these organizations has a systematic approach to training, rewarding and continuously reinforcing their focus on the customer that permeates everything they do. We bring together our customer-centric methodology with innovative learning and organizational techniques to provide clients with the strategy, curriculum, training, coaching, social collaboration, knowledge management and technology needed to build a company that consistently delights the customer – and the employee – while delivering value to the enterprise.

Strategic capabilities and services:

The Learning Innovation practice is organized across four capability areas. Each service can stand alone or be integrated into a holistic strategy. We partner with our clients to bring people, process and technology together to turn one-off tactics into an operationalized program embedded in the way the organization runs long term.

Organizational Design: Employee Engagement and Retention Strategy defines programs that lead to job satisfaction and reduced attrition by making employees feel valued. Our Performance Management methodology deploys proven best practices – taking into account culture and regional nuances – to ensure top-down accountability.

Leadership 2.0 and Culture Change: As part of our culture change capability, our experts partner with clients to shift the historic thinking and antiquated processes within organizations in order to remove hierarchical roadblocks and allow for cross-silo sharing and learning. Our team strives to increase the competencies of front-line employees and management with training in customer care, sales, leadership, customer experience, and quality assurance. We also help organizational leadership with rewards and recognition services by establishing and managing omni-level rewards and incentive programs that recognize employees both emotionally and tangibly.

Social Business Management: We provide the people, processes and technologies needed to make organizational knowledge a competitive advantage through cutting-edge knowledge bases, communities of practice and other strategic deployments. Our experts create strategies and configurations of social and collaborative technologies that drive greater efficiencies from legacy processes. We support and manage engaging, customer-centric online communities that provide self-service and drive customer loyalty and education. We use gamification and game mechanics to extend traditional rewards and recognition initiatives through social collaboration, aligning engaging missions with desired behaviors and activities. The team deploys socially-based internal and external portals and intranets that drive employee and partner engagement. Our technology expertise extends across best-in-class learning solutions - Jive, Meridian, Bunchball, Box.com, IntelliResponse and more – where we design the structure, navigation and workflow for the communities.

Talent Development and Learning: The Learning Innovation practice helps clients optimize their employees at every stage of the employee lifecycle. We support pre-hire candidate identification practices including attracting, recruiting and circling back to complete the closed-looped process. Our team deploys customized training and development programs from front-line staff through director-level personnel across disciplines (service, support, sales, etc.). We create client-specific learning content for employees and customers, and then use simulated learning, social learning (the training component) and video learning tools for implementation. Using today's new social tools, we create eLearning, mobile learning, and gamification programs to drive deeper mastery of key skills. Our Digital Education services offer the development of internal-learning (employee-focused) and external-customer (customer-focused) content available across a multitude of platforms (in-person, live video, on-demand, PC, mobile, online communities, etc.). Our Learning consultants also deliver Competency Assessments that benchmark, qualify and measure the growth personnel competencies.

Value Promise

Our integrated set of Learning Innovation capabilities provide clients with the strategy and tools they need to build, train, manage and continuously improve a customer-centric culture. From sourcing to hiring to onboarding to on-the-job, our programs accelerate and improve proficiency, reduce employee attrition, increase employee satisfaction, improve customer NPS and reduce costs.

Here's how:

- Single partner for the entire employee lifecycle ensures consistency and efficiency
- Customer-centric methodology is built on proprietary intellectual property
- Best-in-class technologies with customized solutions enable us to create client-specific solutions quickly and cost-effectively
- All learning content is built to align to the client's operational drivers and metrics to ensure that we train on what matters
- Our proprietary Simulated Learning improves speed to proficiency by more than 30 percent
- Social behavior tools enable our clients to see beneath the surface and capture insight so we can quickly course correct

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