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Best Implementation of a Blended Learning Solution

Winner: Telstra

Project: Telstra Retail Induction Program (TRIP)

In 2012, Telstra were challenged by Senior Management to replace a three week instructor-led program, which was not meeting the needs of the business. The new program had to be developed and ready for delivery in less than three months.

The induction program needed to satisfy the business needs including:

- Accommodating participants that would spend no more than three business days in training;
- A workforce spread across Australia, comprising of mostly part-time and casual staff and
- A highly tech-savvy workforce skilled in a broad range of products and services.

Telstra partnered with Be Learning and Loud & Clear to develop the Telstra Retail Induction Program (TRIP), a world class blended training program. The aim was to improve the speed to competence, customer advocacy and staff retention. The target audience was 19-25 year olds.

TRIP incorporates real customer experiences through on the job training and coaching, supplemented with a face to face workshop, online learning courses and a custom app-based training program. The program spans over a 90 day period giving staff the opportunity to apply the knowledge they have just learnt to a live situation.

Training delivery methods included:

- A three day face to face workshop;
- Tablet-based interactive learning;
- Learning Management System (LMS) based simulation;
- Three two-hour virtual instructor-led training sessions;
- Four online assessments in an LMS;
- Observational assessment completed by a coach/leader.

TOBI

At the heart of the TRIP was a world-class app-based training program, Telstra On-Boarding Induction (TOBI) that facilitates learning activities and virtual classroom training. New starters use TOBI in-store via a tablet throughout their 90 day induction. TOBI covers an activity-based program that provides staff with a vast amount of product and process knowledge. As learners progress and complete certain activities or milestones they are awarded badges.

Information is presented in 14 different templates including a jet-fighter game, multiple choice questions, filming and photography.

By deploying TOBI, the need for printed materials was eliminated, delivering cost savings and environmental benefits. TOBI includes a journal that allows learners to record notes, photos, videos they have taken and any notes clipped from the content provided by Telstra.

Assessments

New starters complete 30, 60 and 90 day assessments which are considered as flags for leaders. In week 13 of their induction

new starters complete a knowledge-based assessment and an observational assessment, completed by their coach or leader.

Evaluation and Results

TRIP helped achieve a significant improvement in customer advocacy among learners who completed the program successfully. Other results include a 35 percent improvement in speed to competency, and an improvement in staff retention amongst the pilot group when compared to the control group.

Comments from the judging panel

“This carefully tailored innovative program blends a number of delivery styles to cater for a particularly demanding age cohort and has resulted in an imaginative and highly engaging program.

Especially impressive is the use of technologies, including an iPad app that is purposefully designed to both engage the learner and also meet business objectives.

Evaluation and internal feedback confirmed outcomes were achieved and results to the business greatly improved.”



Pictured (L-R): AITD Board Director, Peter Nelms; Wayne Mott, Organisational Development Scoping and Design Team Manager, Telstra and Adam Woods, Organisational Development Specialist, Telstra.