

WINNER

BEST IMPLEMENTATION OF A BLENDED LEARNING SOLUTION

SINGTEL OPTUS MY PLAN PLUS



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SingTel Optus developed a learning program to support the launch of a new mobile product, *My Plan Plus* to the market. The aim of *My Plan Plus* was to deliver Optus a competitive advantage in the marketplace as well as help it to achieve its customer experience vision.

The learning program to support *My Plan Plus* was key to its success. A combination of pre and post-launch learner-centred activities took a blended approach, following the ADKAR change model, designed to grow awareness and desire, build product knowledge and confidence, and help learners apply and embed learning. The *My Plan Plus* Learning Program took employees on a journey of learning experiences over five months.

Pre-launch

Pre-launch consisted of three mini leader-led training sessions every two weeks over a 7-week period. Learners were encouraged to explore, practice and grow via discovery, discussion and personal experience. Three facilitated workshops made up of videos, discussions, real play customer interactions, debriefs and hands-on

system navigation allowed learners to absorb and master new skills and knowledge.

Post-launch

As part of a 90 day embedding program designed to reinforce learning, learners were given access to a customised online portal containing quizzes, competitions, practice scenarios and customer interaction videos. There was a blog for learners to share experiences and a drop box for Facilitators and Leaders to have access to the project team with any questions.

All employees had access to an eLearning refresher module and the opportunity to attend any number of 28 scheduled refresher programs run via Virtual Classroom with a facilitator.

At the conclusion of each face-to-face training session participants were assessed by their response to a customer scenario. Feedback from learner surveys indicated 86% of learners were very satisfied with the quality and impact of the learning.

The learning program was critical in delivering the organisational performance required for the success of the strategy. It

needed to ensure all impacted employees had the knowledge and skills to competently support the *My Plan Plus*.

The multi-dimensional learning program fully aligned to and integrated with the priorities of the business strategies, the expectations of the project team and the needs of the learners.

Key business metrics for *My Plan Plus* were monitored for six weeks post launch and continue to be monitored. These included Touchpoint Net Promoter Score, Telecommunications Industry Ombudsmen Complaints and Sales.

Product sales saw the highest retail sales volume in four years and the best online sales ever recorded by Optus. A variety of learner feedback was further testimony to the effectiveness of the learning program.

Over 5500 frontline employees were trained, with content and scenarios tailored to meet the needs of Customer Service, Retail Sales and Digital Sales Teams. Training was conducted across 40 locations and three countries within a restricted timeframe driven by the commercial sensitivity of the product.