

WINNER

ELEARNING ACHIEVEMENT

WESTPAC BANKING GROUP AND EASY AUTHORIZING

LENDING ORIGINATION AND NAVIGATION SIMULATION (LOANS)



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Westpac partnered with Easy Authoring to design and develop an online simulation that would enable lenders to improve efficiency and accuracy in the home loan application process and improve the customer experience.

Lending Origination and Navigation Simulation (LOANS) eLearning simulation provides an interactive experience for Westpac Home Finance Managers and Lenders who facilitate home loan applications. The training technology was developed to help improve their speed and accuracy in processing applications and meeting customer needs in a timely manner.

The program design used Kolb's model of experiential learning, allowing learners to experience, reflect, generalise and apply their learning. The experiential learning approach and the decision to use an online simulation resulted in increased retention of knowledge, higher levels of learning transfer and learner engagement than was achieved through the previous face to face program.

The program was designed to address six key areas of performance, each of these areas directly aligns to Westpac's organisational goals and business strategy

for retail and business banking. The business metrics that were identified by key stakeholders as critical factors to determine the learning solution and learning experience formed the first part of the needs identification. Each of these factors were reviewed against the existing training offered to identify where learning gaps existed.

LOANS features interactive online simulation and animations focussed on different aspects of the home lending process. Through the simulation learners interact with a factitious customer, and reflects the types of interactions that Home Finance Manager and Lenders experience daily. Learners are required to accurately use the appropriate lending platforms to process the home loan while interacting with the customer to establish their needs.

The eLearning simulation is launched from Westpac's Learning Management System and moves through an office interaction, toggles between office and system simulations and includes distractions.

Structured feedback is provided to learners on their interaction with the customer and how they have used

the online system incorporating their accuracy and speed. Scoring assists learners to understand how they are performing in the simulation. The scoring system is focused on getting things right for the customer, with the goal being to successfully complete the customer's home loan with a score of 100% in process and data accuracy.

The simulation was custom designed to reflect the environment that Home Finance Managers and Lenders operate in. Customer interactions were designed to have maximum impact on the learner.