Mursion

A safe way to learn by doing.

Leadership. Sales. Service. Diversity & Inclusion. Career Skills.

Remote. Seamless. Built for scale.

VR for human skills in the workplace.

mursion.com

Case Study with H&R Block: VR Simulation for Mindset Shift and Behavioral Change

Kim Iorns and Christina Yu

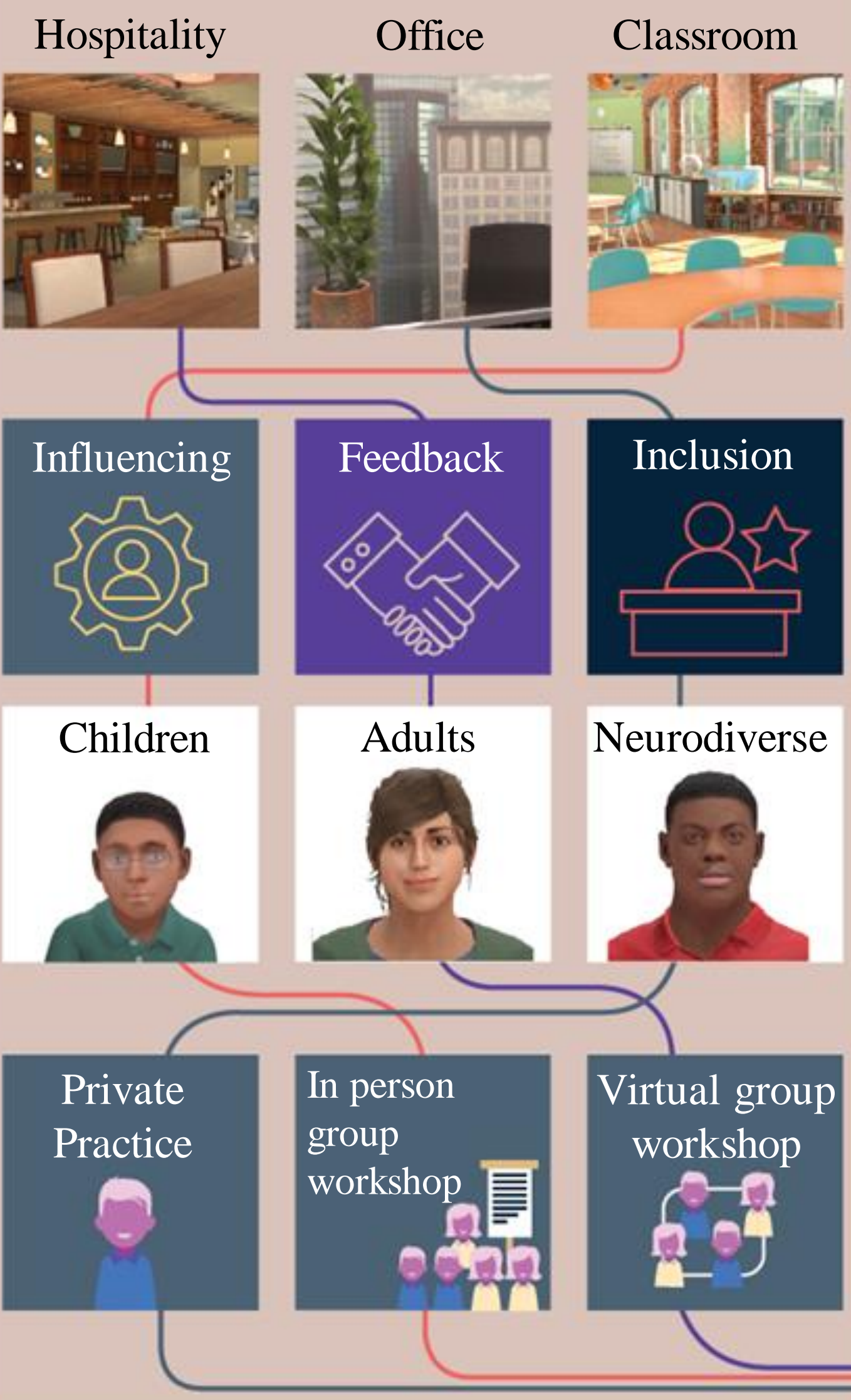If you give people superpowers, will they use those abilities for good?

Hyper-real simulation achieves safety and danger at once

Simulations inoculate learners for the stress of the moment, preparing them for challenging conversations

How Mursion works

**Choose your content.
Custom or off the shelf.**

Hospitality   Office   Classroom

Influencing   Feedback   Inclusion

Children   Adults   Neurodiverse

Private Practice   In person group workshop   Virtual group workshop

Simulation Specialist

**Powered
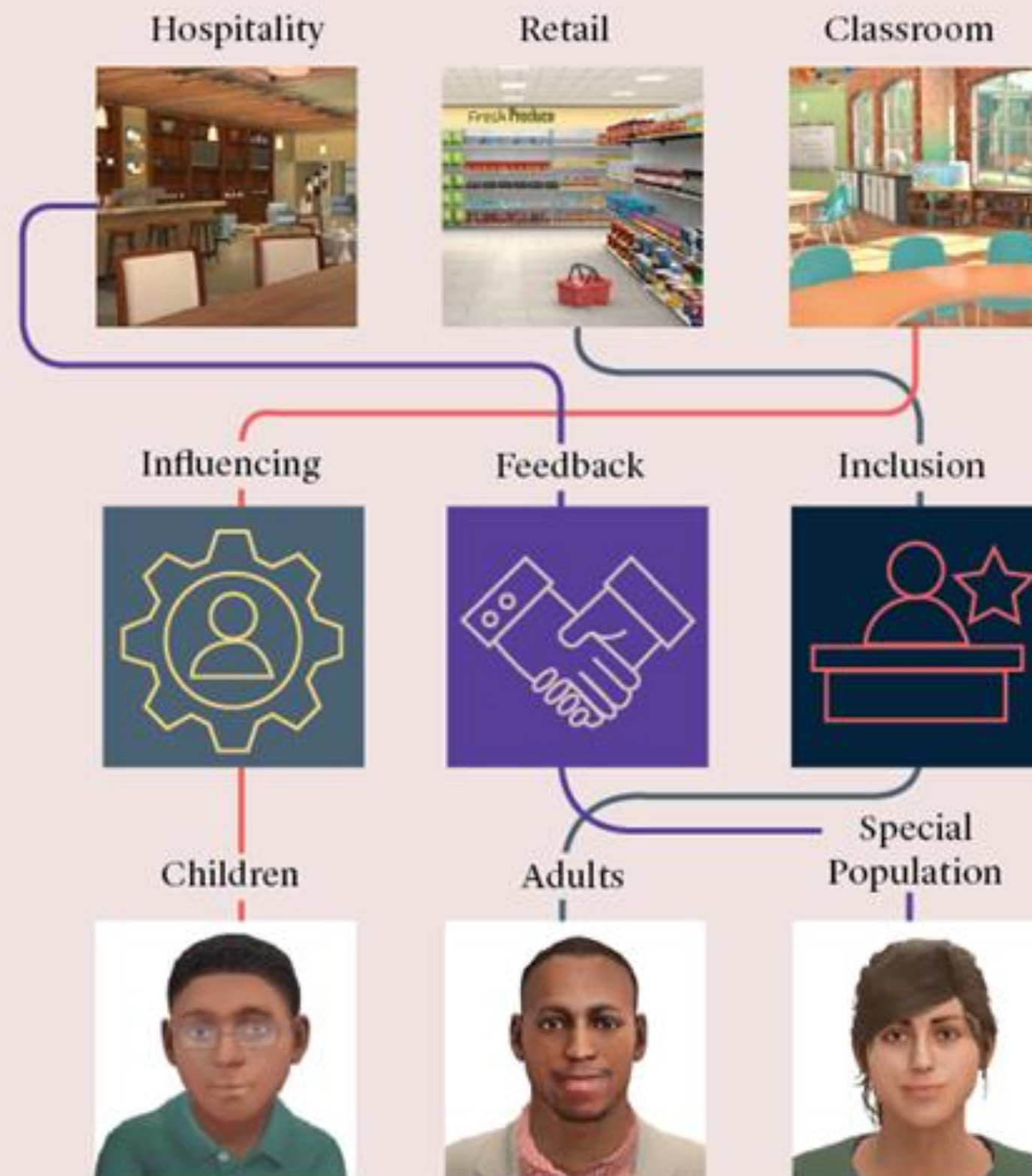Human + AI**

Learner

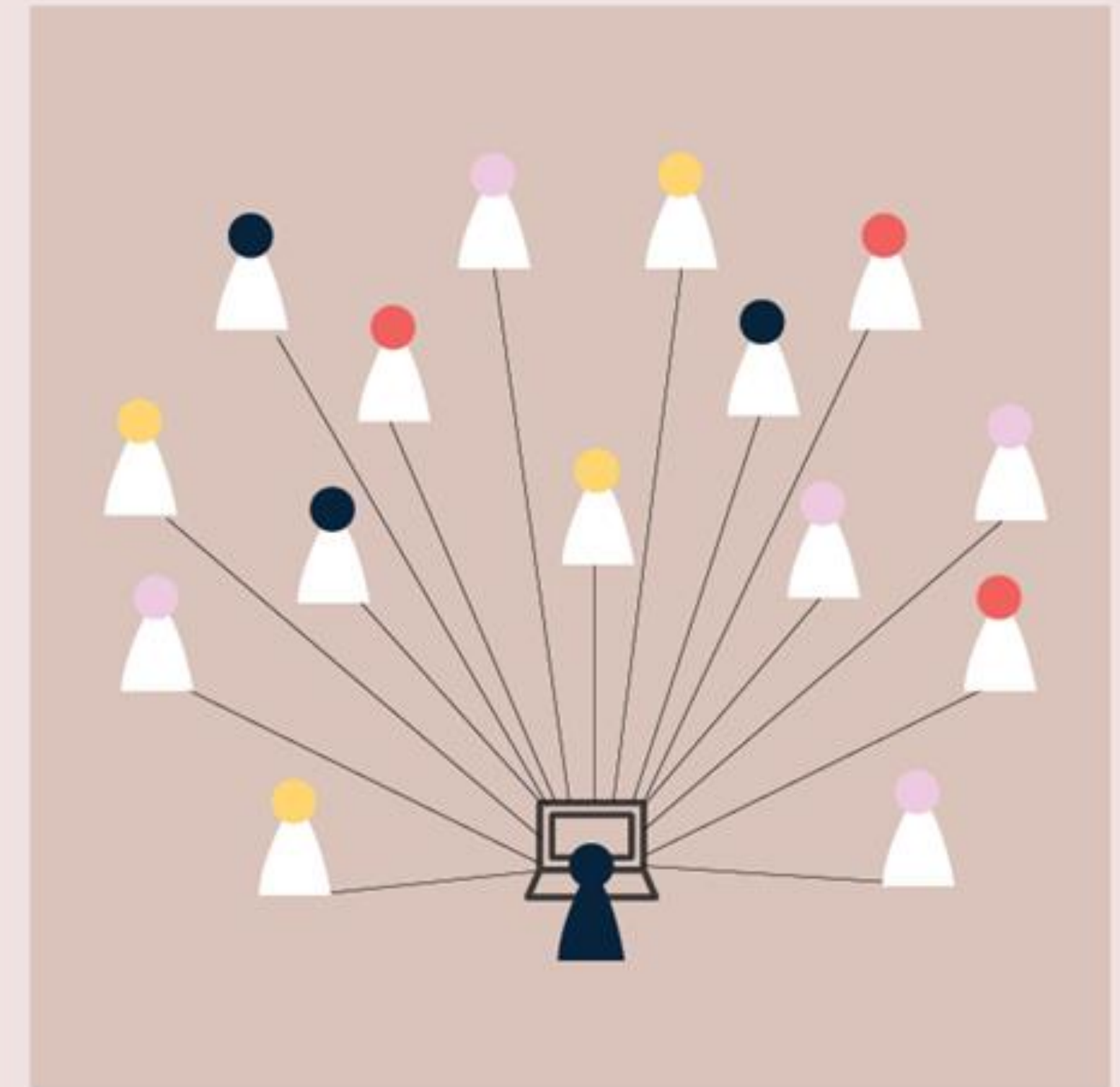# Simulations Designed for Scalability and Agility

ONE SIM SPECIALIST CAN PARACHUTE INTO DIFFERENT AVATARS AT ONCE
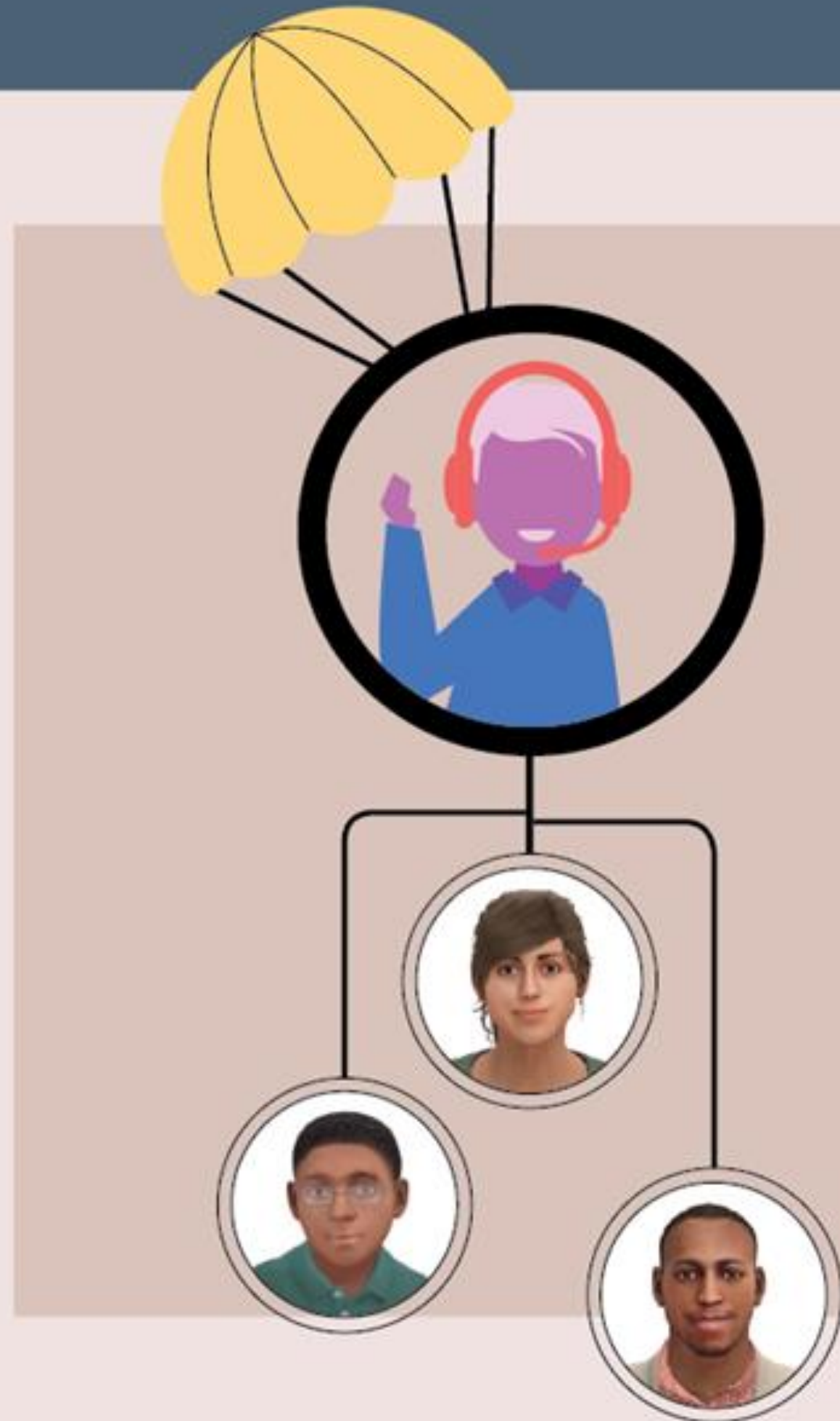
MIX AND MATCH AVATARS, ENVIRONMENTS, AND SCENARIOS FOR ISOLATED AND TARGETED LEARNING PRACTICE
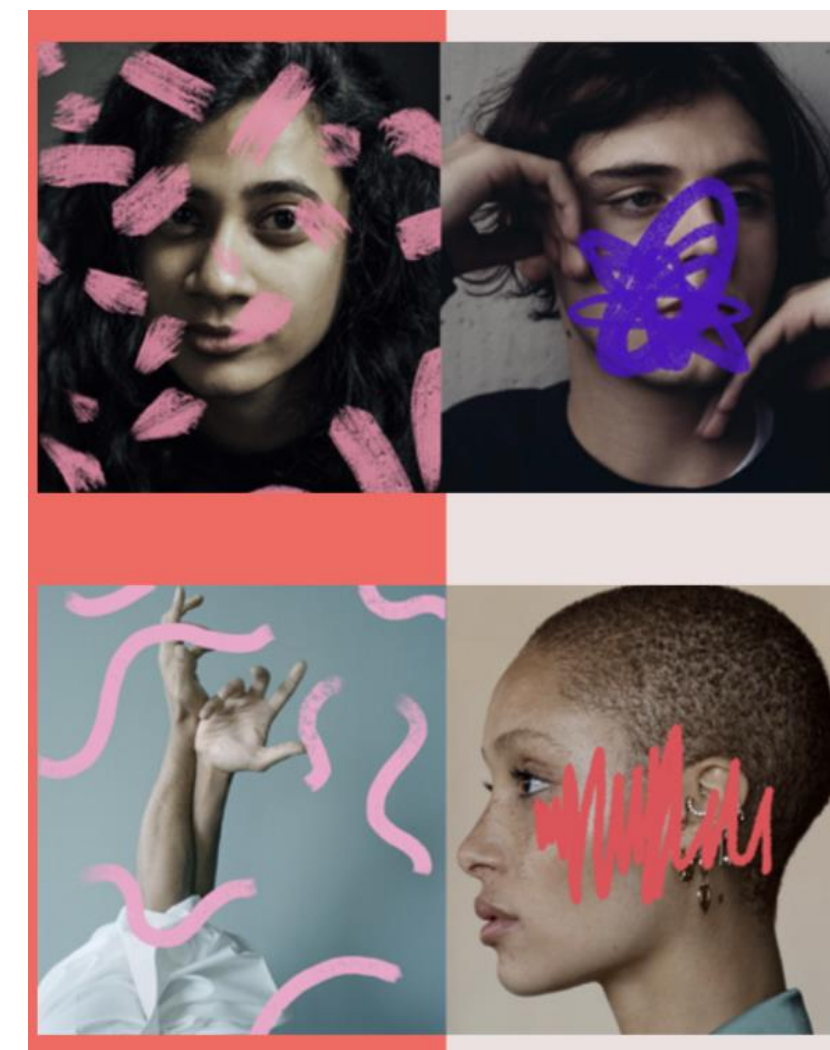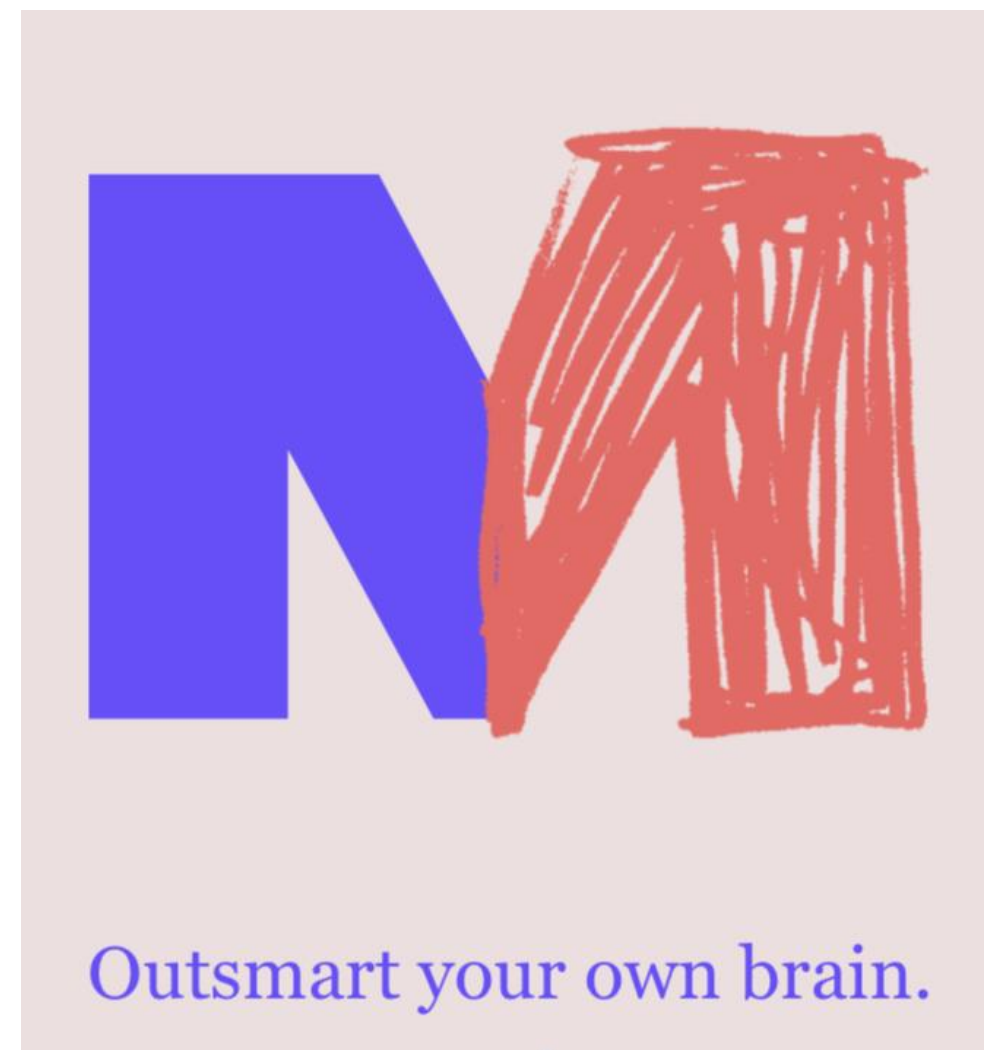
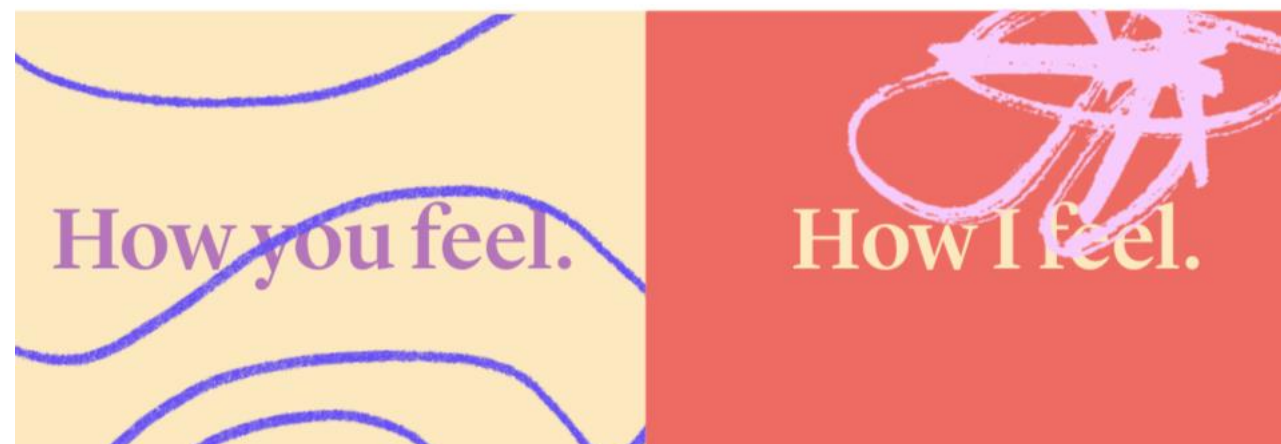DELIVER 10,000+ HIGH-IMPACT SIMULATIONS A WEEK ACROSS REGIONS AND TIME-ZONES

Hospitality · Retail · Classroom

Influencing · Feedback · Inclusion

Children · Adults · Special Population

THERE IS ONLY ONE MOMENT AND YOU ARE LIVING IN IT RIGHT NOW

Let's experience a simulation!
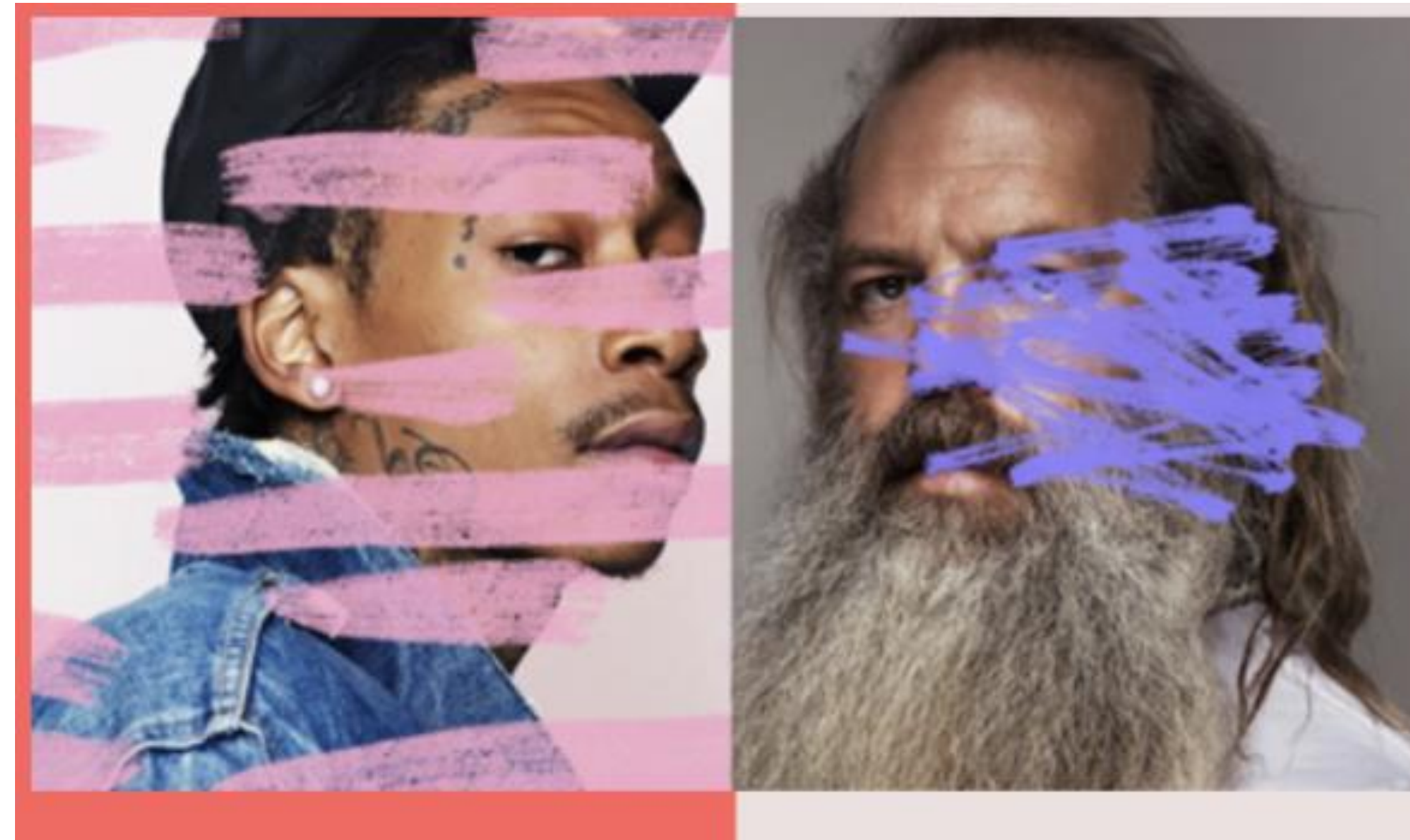
Difficult Conversations
Client de-escalation

Evelyn Bedria, the host

Max Mullen

In the ideal world, every client experience would be frictionless and the client would walk away happy each and every time. However, we know too well that in customer service, things do not always go as planned. In this scenario, you will need to use your tools and soft skills to de-escalate the situation and provide the best resolution possible for the caller.

**Desired outcome:** Use call control techniques and soft skills to de-escalate the scenario.

Strategies to use: Allow client to vent; empathize with the client; indicate what you will do next; explain how this will help; ask for permission to proceed. Use open and closed ended questions and active listening to find the real reason the client is upset and provide a true resolution.

Mursion

Business challenge:

Confidence & competence

Clients don't feel agents understand their needs or can solve issues

Agents don't feel prepared to take initial calls after training

H&R BLOCK

\+
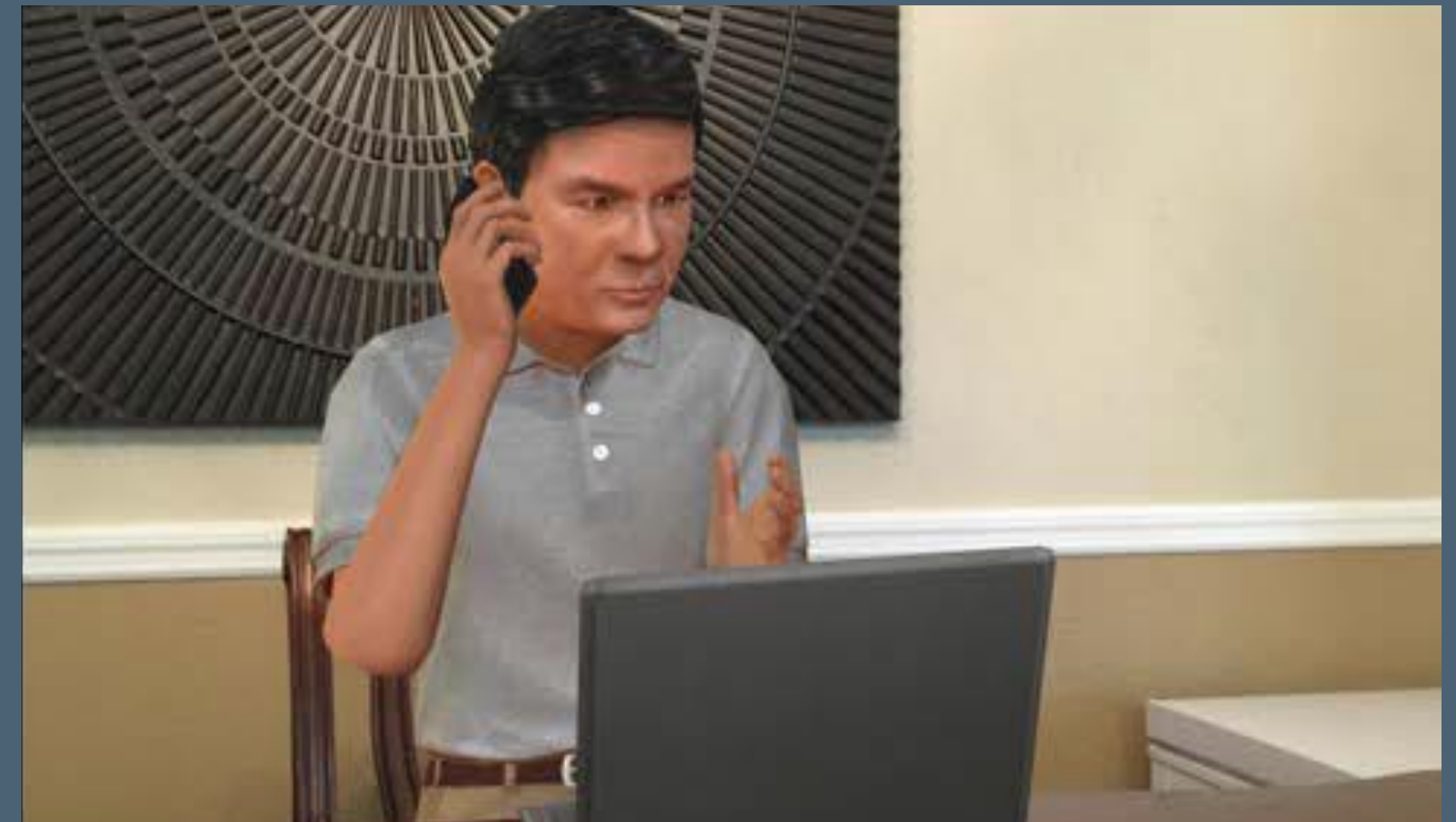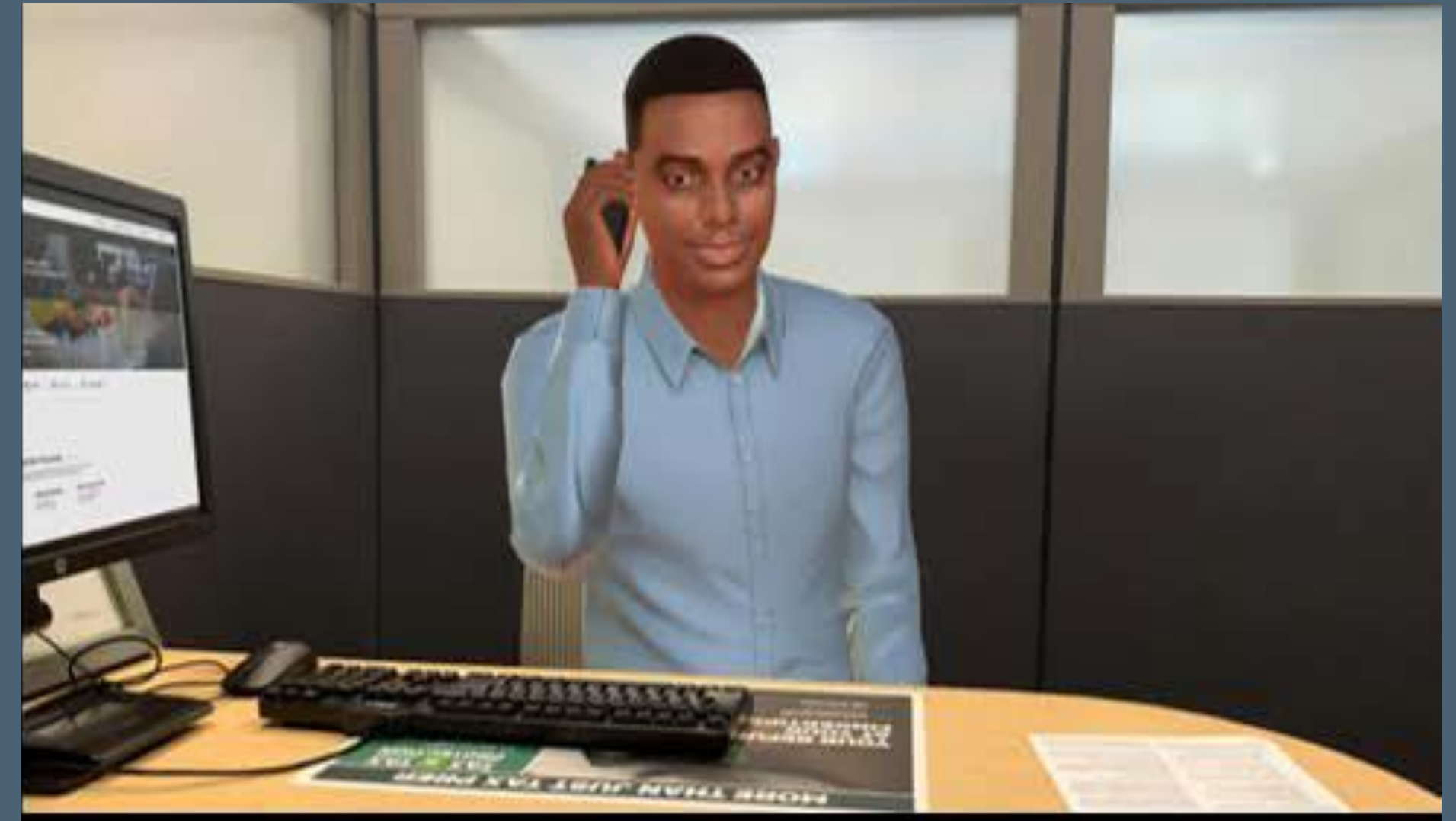
~$325k Saved in "average handle time" improvements

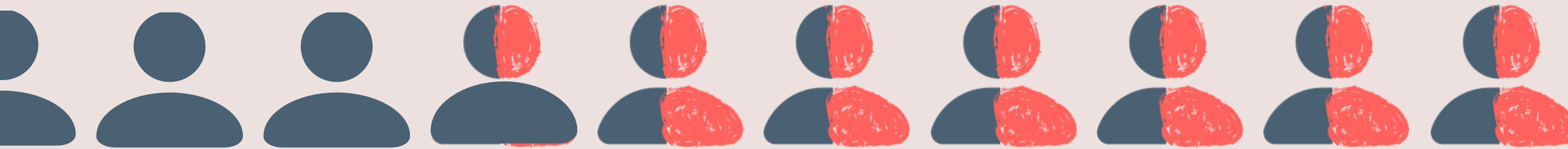**50%** **Decrease in number of dissatisfied customers after Mursion training**

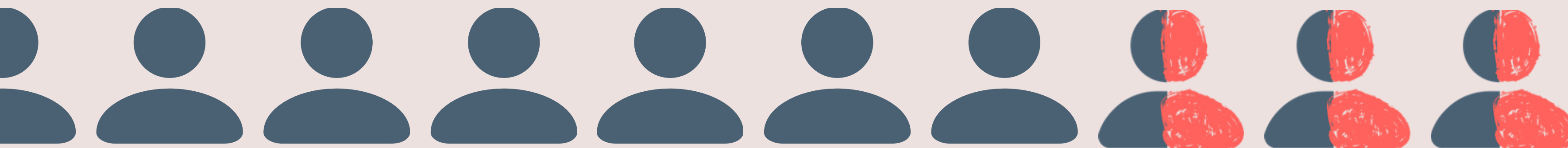**70%** Of learners learned relevant skills and prefer Mursion to alternatives

Mursion

50% decrease in customer dissatisfaction

Without Mursion: 93.5% customers satisfied

With Mursion: 97% satisfied

Compared with a **matched control** group, call-center agents trained with Mursion had significantly* better customer outcomes in their first weeks on the job, including **half as many dissatisfied customers**.

*p<0.1 single tailed t-test, n=31

Mursion

Questions?

- Visit Mursion.com to schedule a demo
- Livechat available for rapid demo
- Email Kim at Kim.Iorns@HRBlock.com
- Email christina.yu@mursion.com