

Reskilling in Action: COVID-19



Reskilling Process



Retail to



CS Voice

- 7.5-11 Hours Training
- Trained only on systems, processes, tools needed to perform job
- AHT post-training in line with expectations
- Call taker volume increased to cover customer call volume



CS Voice to



CS Messaging

- 8 Hours Training
- Trained only on systems, processes, tools needed to perform job
- Avg Rep Response on par with Chat Reps
- Efficiency of calls handled per login hour on par with Chat Reps



Retail to



Telesales Consumer

- 10 Hours Training
- Trained only on systems, processes, tools needed to perform job
- AHT beat expectations
- Close rate within 1% of Telesales reps within 1 week



R2B to



Business Telesales

- 12 Hours Training
- Trained only on systems, processes, tools needed to perform job
- Close Rates up WOW
- R2B contributed to % gross add gains in April (1st month post-training)



R2B & to Conferencing Retail



- 15-20 Hours Training
- Trained only on systems, processes, tools needed to perform job
- Service Level increase faster than expected
- Lines Transcribed & Bells Answered covered customer volume

Learning new skills to perform a different job.