

A London Bridge: Training that put Far-Away CRM Reps in the Center of the City

A **global leader in Business Travel Management**, this multinational organization works with companies of all sizes to design and manage comprehensive travel programs.

THE CHALLENGE



The organization anticipated a significant increase in its call center volume prior to the 2012 Olympics in London. The company wanted to ensure that call center teams could offer clients appropriate and dynamic suggestions about hotels, dining, tourist attractions, Olympic venues, and so on, as if based on personal experience, even though most had never been to London.

APTARA'S SOLUTION

Aptara suggested interactive, scenario-based training that would engage call center representatives by putting them in the caller's shoes—something fun that would, nonetheless, deliver key information about London.

Aptara's Learning & Performance practice developed the custom Consumer Travel Network (CTN) London Up-Close course, a colorful, interactive module that familiarized trainees with London and the Olympic venues through real-life scenarios and self-assessment quizzes.

Key features of the course included:

- An opening screen introducing trainees to a 'mentor' and enumerating the various learning options
- Icons inviting users to explore London restaurants, points of interests, and shopping venues
- 'Up-close' windows to explore specific options and amenities in depth
- 'Scenario' screens to help trainees better understand destinations and attractions
- 'Task' screens that prompt trainees to select the best options for clients
- 'Recap' screens that provide trainees with the rationale behind the recommended choices

THE RESULT



The company's call center successfully serviced an unprecedented volume of calls in the time leading up to the 2012 London Olympics and during the event itself.

"We felt like we were there with our clients, planning our own trips," said one call center representative. "The training's interactivity makes it seem so real — and so much more effective and inspiring than typical classroom training."

The course won a **Brandon Hall 2012 Gold Award for Best Custom Content.**