Case Study

Converting Instructor-led Training to 100% Digital Learning

Case Study:
John Wurch
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Industry:
Life Insurance

Agent Count:
8,000

Overview

Our Fortune 100 client approached us to redesign their entire New Hire program, which included Instructor-led Training to a fully digitized experience. At any given point in time, there could be hundreds of "agents" in flight at different levels in the program. This was provided to them for their first year of employment including On-boarding, Essentials and Expansion phases of learning.

They needed to train Agents throughout the country while maximizing the Agents' time without requiring in person training.

Client Objectives

- Redesign or create the New Agent training program as a fully digitized experience
- Reduce instructional time 40-60% as compared to classroom instruction, resulting in less time away from the job
- Remain focused on the core content necessary for the success of the New Agent
- Provide a high degree of engagement and interaction
- Allow employees to pause training, reread information, or test out of information they already know, reducing need for follow-up training, calls to help desks, etc

Approach

Redesign the entire curriculum of 100+ topics into digital eLearning modules.
Emphasis on:

- Short
- Engaging
- Interactive

Digital modules were enhanced through:

- Animated and white board videos
- Skill Builder sessions with managers
- Independent activities

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Results

71 Digital Courses **5-25** Minutes

22 Videos **4** Podcasts

29 Activities Info-graphics Job Aids Games

Client Feedback

JPW provided guidance, support and leadership to the entire team on the path to realizing their vision. Feedback from Leadership was that JPW provided excellent service throughout the project and met or exceeded their expectations. Due to the high level of service provided by the JPW Team, and our ability to help our client overcome early challenges, JPW was awarded significantly more work.

How We Did It

Our 100% virtual team's model:

• Ongoing communication with leadership
• Daily task and schedule management
• Weekly task reporting
• Resource management
• Use of a variety of project management, file sharing, and development tools

The JPW eLearning Manager and Project Manager worked together to form a cohesive, committed, and successful team of Instructional designers and developers who worked tirelessly to provide a consistent, high quality product.

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