ALLENCOMM

Elevated Training at High Velocity:

An Onboarding Training Development Case Study from Our Work with Delta Airlines

CHALLENGE

Develop an onboarding training for thousands of customer service representatives, with an expedited deadline and compressed timeline, without sacrificing quality in the learning experience and expected outcomes.

The award-winning team at AllenComm developed the training with the aim to:

Scale to meet the demand of training thousands of new learners.

Innovate to improve learning engagement and efficiency.

Impact the way Delta onboards its employees.

To design and develop the training, we made use of our proprietary Proven Design Process that included the following steps:

DISCOVER

- Rapid Analysis
- Impact Brief
- Proposed Solution

DEFINE

- Performance Mapping
- Communication & Measurement Plan
- Content Readiness

IDEATE

- Brainstorms
- Workshops
- Design Brief

VISUALIZE

- Rapid Prototypes
- User Testing & Iteration
- Course Outlines

BUILD

- Alpha Version
- Beta Version
- Iteration

ROLLOUT

- PIlot & Refinement
- Measure Results
- Continuous Improvement
- *Optional Apply for Awards*

We used formal, informal, and experiential learning to empower customer service representatives in training to begin taking real, live customer calls within their first week of on the job. It was nothing short of revolutionary.



“You have revolutionized the way we train at Delta.”

Eddie Sloan
Delta Director of Reservations, Sales, and Customer Care Learning

RESULTS

Training capacity increased by **521%**

Productivity increased by **19%**

Training reduced by **21 days**

Customer service resolution effectiveness increased by **5 pts**

Customer satisfaction increased by **2 pts**

Customer service capacity increased by **19,000** phone hours over 5 weeks

90.3% pass rate in assessments (with 80% as the required passing score)

AWARDS WON

Brandon Hall Group HCM Excellence Award — TALENT ACQUISITION — GOLD 2022

Brandon Hall Group HCM Excellence Award — LEARNING AND DEVELOPMENT — GOLD 2022

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