



Initial State



Analysis



Solution & Results

A Case for
Micro-Learning Strategy
Banking Industry



A Case for a Blended Micro-Learning Strategy

Banking
Industry

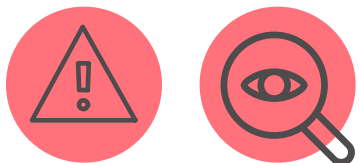


Initial State

- Technical Help Desk Experiencing High Call Volumes
- Top reasons for calling > Clients forgetting tasks steps
- Clients not accessing existing learning resources

Analysis > Key Takeaways

- Help Desk Call logs reveals clients went two weeks before applying what they learned from initial training session
- Web trends data reveals that clients abandoned search for learning materials after two clicks (two clicks shy of accessing the materials)
- The data also revealed that clients who did locate the resource materials only accessed the materials that were at the top of the page



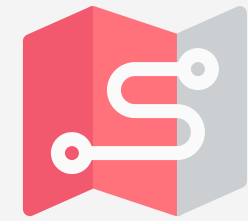
A Case for a Blended Micro-Learning Strategy

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Solution

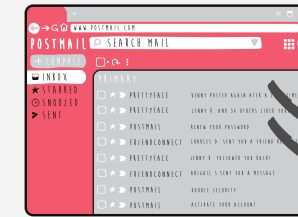
Micro-Learning Strategy > New Client Learning Process



1 week later >



2 weeks later >




Receive roadmap with direct links to learning resources

Attend training

Receive email with direct links to micro-learning resources

Access to Improved Web Sites

Results > Key Takeaways

- Reduction in Help Desk Calls 
- Resource web site improved to reduce the amount of clicks to resources by two or less
- Increased usage of client resource materials by 215% in one year (task-based simulation videos and QRCs)

