

# IBM CUSTOMER FACING SOLUTIONS



## Cingular

Filling a learning gap for Retail Sales Consultants

### Challenge

Cingular's Retail Operations division identified a need for a comprehensive training program for newly-hired Retail Sales Consultants to help provide a consistent customer experience nation-wide. A formal learning program did not exist for Retail Sales Consultants. Customer experience disparities existed due to process breakdowns by mergers and acquisitions, staff additions, and a growing number of part-time sellers who were unable to attend existing training that was available.

### Solution

IBM learning experts determined the best solution to be a blended learning curriculum. Our team used a mix of synchronous and asynchronous delivery methods, leveraging the strengths of each to create a complete solution suitable for Cingular's diverse workforce.

Key deliverables included:

- Learning roadmap
- Delivery support and enablement
- Curriculum: Three-phases, eight modules, spanning three weeks of part-time training, using four delivery modalities:
  - Face-to-face workshop (Synchronous)
  - Self-study workbook (Asynchronous)
  - eLearning (Asynchronous)
  - Virtual workshop (Synchronous)

### Results

IBM partnered with Cingular to successfully address the gap in their new hire training. Providing analysis, strategy, instructional design, multi-media design, content development, trainer training, quality assurance, and courseware engineering, our Learning Content team brought forth a comprehensive learning program for Cingular which prepared their new hires to quickly begin selling using best practices.