

## Case Study: Stream International



***Estimated cost savings of more than \$100,000 per month while maintaining training effectiveness. In a study that compared the cost effectiveness of Stream International's SumTotal implementation to a purely instructor-led solution, the company estimated more than \$100,000 in cost savings without compromising the quality of training. By sending a series of 15-minute modules to agents' desktops, Stream agents could complete courses at their convenience and maintain their productivity. Stream was also able to empower its employees by enabling them to supplement their required learning with courses of their own choosing. Stream International has been providing some of the world's premier technology and e-businesses with quality customer care services since 1992. On behalf of their clients, more than 10,000 highly trained customer interaction agents in multiple sites around the world, handle thousands of customer transactions every day.***

### The Challenge

Instructor-led courses were costly and could result in untimely distribution of critical information, in Stream's business, it is key to keep their agents up to date on

the latest technology updates and compliance requirements, as well as changes to clients' policies. If agents do not receive new information fast enough, it could impact the quality of the customer service they provide.

### Summary of results:

- Estimated training costs of \$200,000 reduced to \$60,000
- 15-minute modules help maintain productivity while increasing agents' knowledge
- As effective but less expensive than instructor-led training
- Enrolling in optional courses provide agents new professional growth opportunities

### The Solution

Deliver training just in time; empower employees to direct their own training times and courses. Stream used SumTotal for its learning system, eMpowerNet. It is a learning management system that was designed to provide effective agent training beyond anything the company had done before. Now, if an agent has a difficult time with a specific concept, the quality control group can identify that skill gap immediately and send a 15-minute lesson on that concept directly to the agent's desktop. "We can get to a very focused level, which adds a lot of value to

our employees while saving them from going through more work than is necessary,” said Jaré Buckley-Cox, Chief Education and Quality Officer.

In addition, the system helps the training department streamline its approach to delivering both Web-based and instructor-led training. Agents can now count on receiving the training they need as well as have a hand in choosing some of it themselves. Stream trainers also report that much of the training could not have been completed had instructor-led training been the only option. There are currently more than 400 modules in Stream’s system, delivered at a rate of 500-1, 000 per week across North America. Content ranges from assessments that supplement instructor-led training to corporate content.

## THE RESULTS

Estimated training cost reduction of \$100,000 per month while increasing productivity and employee satisfaction

Since moving from a purely instructor-led training program to a blended solution built on SumTotal, Stream estimates that in one month, it saved more than \$100,000 without compromising the quality of the training it delivers – and improved training effectiveness.

In a similar study, Stream training managers used SumTotal to identify training gaps in a group of 300 people spread over three sites. The system enabled those training managers to send courses and course modules directly to the agent’s desktop in 15-minute sessions, to be completed at their convenience within a set timeframe. This saved agents from sitting through a 40-hour training session, and allowed managers to raise the skills of all their agents to a more consistent level.

Agents also have the option to enroll in modules of their choosing. Buckley-Cox explains that Stream’s goal is to raise the level of Stream’s customer service by investing in employees and technology. “We aim to provide our employee base with the opportunity to

better themselves through a variety of instructional opportunities”.

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### **Jaré Buckley-Cox**

*Chief Education and Quality Officer,  
Stream International*

The SumTotal-powered eMpowerNet system also maintains a record of all the training an agent has received. By staying current, mastering new skills and certifications, and charting their progress, agents can leverage new growth opportunities within Stream. “Our agents here are on a never-ending quest to improve their product knowledge,” said Buckley-Cox. “We want to enhance their potential, which in turn, will make them more valuable employees with more marketable skills that can open up more professional opportunities.”

### **For more information**

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