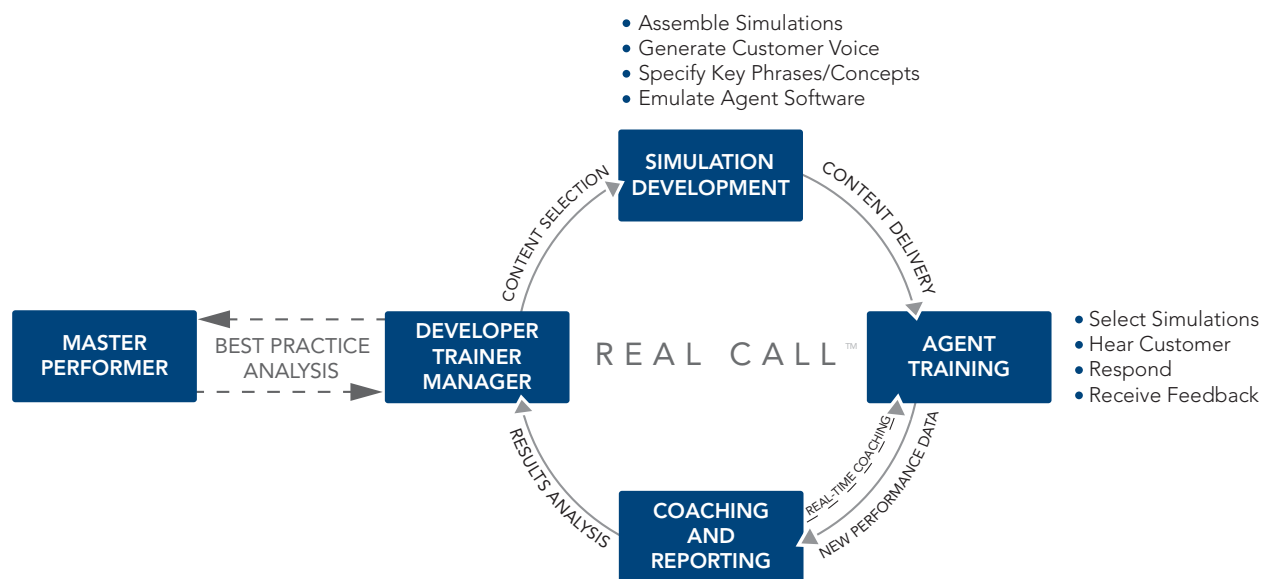


### Learning Through Simulation and Immersion

In a landmark study, the National Training Laboratory found that adult learners retain 90 percent of what they are taught when you can simulate a real world experience - practice with coaching. The study also suggested that adult learners learn best when they are able to integrate the material into the context in which they will use and apply that knowledge. When used in conjunction with quality coaching, simulations eliminate the need for employees to memorize abstract concepts and then formulate their own conclusions of how to apply them. Simulation training also allows employees to demonstrate that they know how to perform a required task that results in the desired outcomes.

## RealCall™ Dynamic Learning Model



### Capturing Best Practices

The RealCall™ Dynamic Learning Model begins with the capture of the customer's own best practices. This is accomplished by identifying and engaging the company's 'star' frontline CSRs-or Master Performers; involving them in the creation of simulation scenarios and dynamic simulation scripts. This step in the process is crucial as the hard-won experience of the Master Performers has already been proven in the field. By capturing and incorporating their best practices into the simulations, the call center trainers are able to produce new Master Performers through real-world simulations.

### Continual Improvement

Besides providing dynamic simulations of customer interactions in a fraction of the time it takes to implement rote, static simulations, the RealCall™ Dynamic Learning Model enables company developers to constantly monitor simulation results and improve both the simulation itself and the content and context of the coaching. This unique approach makes the development and maintenance of the RealCall™ system dynamic itself, enabling companies to continually improve on the quality of their simulation experiences and to easily implement new scenarios as needed. Because the process of using and implementing RealCall™ is dynamic in nature, no development time is required as simulations can be changed whenever necessary through configuration tools.