

## MCI Call Centers Fast-Track Training with RealCall™

*"The system is a resounding success with our trainees-many of the trainees have commented on how RealCall™ helped them to better understand the products we offer."*

-- Pat Hawkinson, Director of Knowledge Resources for MCI.

When the call centers at MCI began looking for more effective tools to train its new hires, it had already developed a comprehensive seven-week course, covering everything from information systems to customer interaction. What was missing was a way to pull it all together in useful training simulations that closely mirrored the actual call center experience. After discovering RealCall™ Simulation Tools, MCI is rolling out a call center training system that is flexible, easily deployed and highly interactive. It's the closest MCI trainees can come to real customer interaction without handling live calls.

- The RealCall™ system rolled out to all 18 of MCI call centers serving over 15,000 agents. Initially, the training will encompass five major customer scenarios-from initial customer service sign-ups for new products, through advanced training scenarios involving saving customer accounts during an initial request to drop service. MCI estimates this training will have a payback period of less than four months.
- In addition, the attrition rate of new hires trained using RealCall™ is low enough to cost-justify the entire program alone. Because new hires are trained in a fully immersive, interactive environment, they know what to expect when they 'go live.' And because they retain more by 'learning by doing,' these agents are more confident and better prepared on the front line.
- Compared with legacy simulation tools, MCI appreciated the ease of implementation and rapid deployment of RealCall's™ interactive solutions. For example, unlike traditional performance-based simulators, RealCall™ uses a natural language template development environment, which make script creation easy and supports real-time updates.
- In hopes of reduction in training time, improved new trainee retention and higher customer satisfaction, MCI expects to see as much as a \$20 million savings over a three-year period.

### Telecommunications Industry

- + 18 call centers
- + 15,000 agents
- + Primary Use for RealCall™
- + New call center Customer Service hires
- + Systems training
- + Customer interaction simulations
- + MCI-specific customer scenarios
- + Out-bound telemarketing

### Results

- + First year ROI in excess of 300%.
- + MCI expects reduction in training time, improved new trainee retention and higher customer satisfaction
- + \$20 million savings over a three-year period
- + May implement a Certification Program

### Agent Workstation

- + PII-333MHz or better
- + 256 MB RAM
- + 200 MB Free Disk Space
- + Windows 2000 or Windows XP
- + SVGA (1024x768) Display
- + 10 Mbit (or higher) Network Connection
- + Full-duplex Sound Card
- + Computer Headset