



SCENARIO-BASED TRAINING & SUPPORT

**Can it Cut Your
Training Time by 75%?**

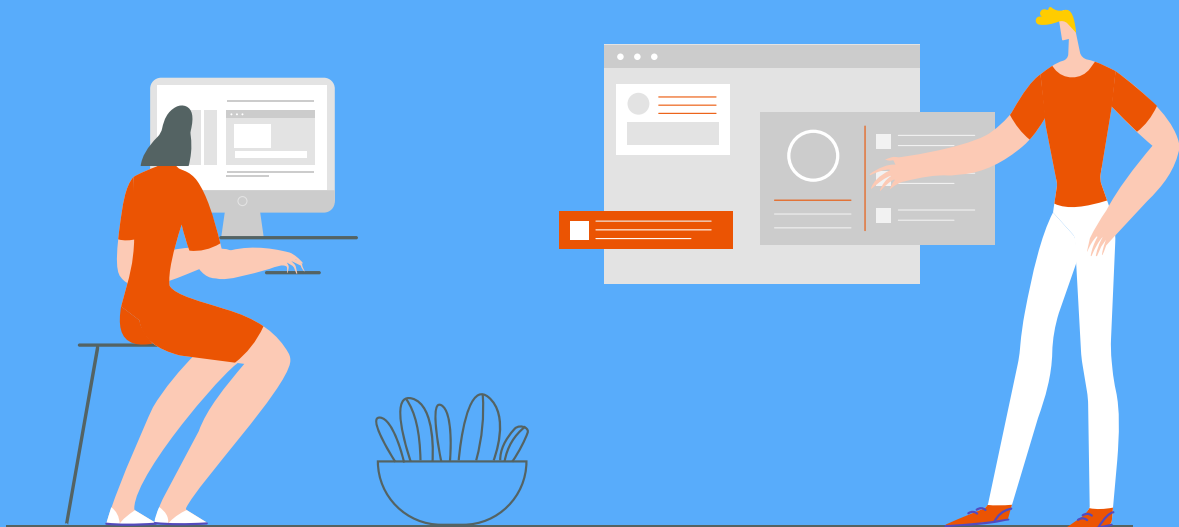


What is **Scenario-Based Training?**

Most corporate managers would agree that the best learning happens while getting your hands dirty, which typically happens on the job. Scenario-based training is an approach that pushes “on-the-job” training to a classroom setting.

It's a significant departure from traditional training methods, and it comes with some pretty clear-cut benefits. There are two fundamental aspects to this method:

Training and **Support.**



TRAINING

In **traditional** corporate training classes, an instructor spoon-feeds attendees information that everyone is expected to memorize or magically absorb. After training is over, attendees are left to their own devices to remember what they saw and apply it to actual work situations.

Scenario-based training flips that model on its head. Rather than simply delivering information, instructors present attendees with real-life work scenarios.

This hands-on learning empowers attendees to practice relevant work situations in a safe environment first, so that they are prepared to step into the role when training is over.

SUPPORT

With traditional training, supervisors offer support by sitting next to employees for a few weeks, making themselves available to answer any questions that come up.

With scenario-based training, instructors provide attendees with job aids, checklists, or guides that help attendees respond to the training scenarios.

Trainees no longer need to memorize anything. Rather, attendees learn how to use those assets to perform a task so that when they begin work, they are comfortable doing their jobs while using reference materials for any necessary support.

Attendees can begin doing work without struggling to remember memorized information. And they will continue to learn as they perform real-world tasks, even after classroom-training is over.

WHERE TRADITIONAL TRAINING **FALLS SHORT**

Outdated PowerPoint-based, instructor-led training relies on teaching others to memorize information by rote — none of which translates to job experience or actionable knowledge.

It therefore fails to deliver the results most businesses need, costing both extra time and money and ultimately limiting the usefulness of new employees.

The most significant issues with traditional training are:

- **Too much information, much of which is irrelevant**
- **Too much memorization with few support systems in place**
- **Repeated training is required to prepare employees for their roles**
- **When processes change, extensive retraining is required**
- **Employees unable to attend trainings struggle to catch up**

Employees usually leave training unable to complete tasks productively on their own.

They lean heavily on workers around them because the training does not provide support systems once the session is over. That's why the first thing a typical new employee does when they sit down at their desk is ask their neighbor or manager, ***"What am I supposed to do?"***

Scenario-based training changes all that. It sets new employees up for success from day one. We've compiled a few examples — drawn from the experiences of our own customers — to demonstrate the many benefits of scenario-based training.

THE BENEFITS OF **SCENARIO-BASED TRAINING**

The scenario-based training and support model delivers significant benefits for both initial training and ongoing productivity.

Training Benefits

Companies that implemented the scenario-based training model, supported with ScreenSteps, saw the following results:

- Cut training hours by 60%
- Reduced time-to-proficiency from **60 days to 6 days**
- Required time for post-training followup with a CRM rollout reduced from six weeks to one — **an 85% reduction**
- Improved trainee morale due to streamlined procedures and lack of mandatory memorization

Ongoing Productivity Benefits

The training also had carry-on benefits, greatly improving ongoing productivity for our customers:

- Elimination of “up-training” (follow-up trainings when a process changes)
- For call centers: 32% decrease in average contact center call time and a 47% increase in total call capacity
- Decreased support requests

Examples of **Scenario-Based Training Programs**

Let's look at two examples of what scenario-based training might look like in two situations:

- **CRM ROLLOUT**
- **CONTACT CENTER NEW-HIRE TRAINING**

EXAMPLE 1

CRM ROLLOUT

Background:

ACME Corp. has purchased a new CRM and will be training 200 employees on the new system. Their “go live” date is in 1 week. After that date, they will be expected to use the new CRM for all tasks.

Here’s what the training might look like.

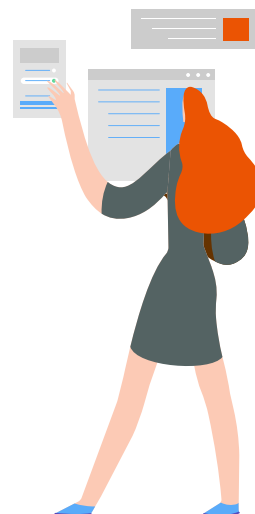
Day 1: Contextual background — time is spent explaining the purpose of the change to the CRM and introducing employees to what is going to change.

Days 2–4: Scenario Training. **Here’s the process:**

- Instructor demonstrates process to the group, e.g creating new contact
- The instructor shows the employees where to find a guide that will show them how to perform this task on their own
- Employees are then asked to perform the task on their own. If they get stuck they refer to the guide.
- The instructor now becomes a facilitator, answering any questions employees have as they perform the task on their own.

This process is repeated over several days with different tasks.

Employees gain confidence that they can complete tasks on their own by using the included guides and without needing an instructor to hold their hand.



WHAT HAPPENS ON “GO LIVE” DAY?

Employees are able to perform tasks on their own with the help of the included guides.

Minimal follow-up training is required. If any tasks or processes are not documented, they can be added to the online guides.

WHAT’S THE DIFFERENCE VS. TRADITIONAL TRAINING?

Instead of teaching the employees information, we’ve empowered them to find the information they need to complete tasks successfully on their own. As new tasks or processes are added, or existing processes are changed, the employees are able to easily adapt without requiring retraining.



EXAMPLE 2

CONTACT CENTER NEW HIRE TRAINING

Background:

ACME Corp. provides telephone support for a vacation rental company. They have just hired 40 agents that need to be trained and on the production floor in the next 2 weeks. Here's what the training might look like.

Day 1: New employees are introduced to the company, the various tools they will be using, and the online knowledge base.

Days 2–10: Scenario Training. **Here's the process:**

- The facilitator pretends to be a caller who calls in with a problem or question
 - The employees find the correct call/action script in the knowledge base, based on the situation. They then follow the script to resolve the situation.
 - The facilitator provides feedback and repeats the process gradually moving to more complex situations.
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- Employees gain confidence that they can handle any situation that is covered in the knowledge base. They learn to help themselves instead of relying on managers or more experienced co-workers.

What happens on “go live” day?

Employees are able to successfully respond to customer calls whether the problem is simple or complicated.

What's the difference vs. traditional training?

Training time is dramatically reduced — in fact, you could put your reps on the phones after one week of training because they do not need to memorize information.

Key Components to Build **Your Training Program**

In order to facilitate this type of training you will need two key things:

- A **PRACTICE ENVIRONMENT** FOR YOUR EMPLOYEES
- A **KNOWLEDGE BASE** TO DOCUMENT TASKS AND PROCEDURES FOR SCENARIO-BASED TRAINING



The ScreenSteps Knowledge Base for **Scenario-Based Training**

ScreenSteps is an online knowledge and training platform that is an ideal tool for supporting Scenario-based training. ScreenSteps enables you to do the following:

- Create the supporting how-to articles, checklists, and call scripts quickly (one customer was able to document **85% of all procedures in 4 weeks** with just two authors).
- Build tutorials with decision trees, checklists, and step-by-step instructions so that employees can handle **any scenario** confidently and consistently.
- Provide a quick and simple search for your employees so that they can **find what they need** in moments.
- Go through **rapid iterations** as processes change.
- ScreenSteps' built-in tools make it quick and easy to update procedures that have changed.

Ready to see the ScreenSteps Knowledge Base in action? Get in touch with us today to schedule a demo or create your own free trial.

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