

## Background

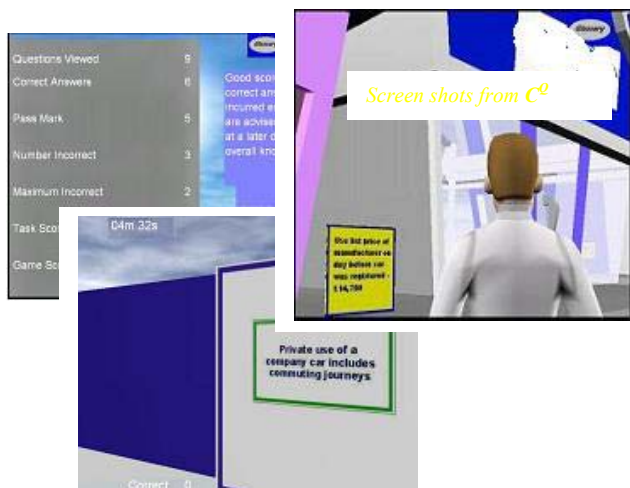
In the \$500Bn Global Education and Training market, an estimated 40% of learning involves *comprehension*, whether it is learning about a new product, new service, new company processes or skill and technique development.

The reality is that comprehension performance is poor, with for example, 50% of Corporate training spend being assessed as 'utterly worthless'. This is hardly surprising when behavioural research demonstrates that only 20% of the population is rated as 'effective readers', a key component of successful comprehension. Behavioural research has successfully designed techniques to improve comprehension performance, however, these have been difficult to implement consistently within a training environment or through alternative distance learning methods.

To further these developments, CCP are working in partnership with Caspian Learning to develop immersive training environments for the Contact Centre industry specifically to enhance learner Knowledge Acquisition performance. Each Call Centre focused programme will map where appropriate to the SSC's National Framework for Call & Contact Centres, which has only recently been released to the industry. CCP's quest for accountable training will, for the first time in call centre history, ensure performance can be measured to 'best practice' - not only at an individual and corporate level but national level too! So how does it work?

## The Solution

**Cognitive Quest (C<sup>Q</sup>)** is a computer generated immersive learning environment, designed to improve a learner's comprehension of text and auditory media. The learner is immersed within a graphical interactive 3D environment in which they must direct events in real-time to extract knowledge and then apply knowledge within a variety of cognitive tasks designed to achieve specific learning goals.



The application is designed to maximise the learner's level of engagement and to *compel* the learner to utilise a variety of mental methods to encode information; this is the key to enhanced Knowledge Acquisition performance.

# Contact Centre Professional

## Making training accountable

C<sup>Q</sup> applies best practice within Learning and Memory research to impact key Learning Productivity drivers: -

### ☞ **Motivation**

Often, comprehension based learning content is very dull leading to low levels of learner attention, effort and low productivity. C<sup>Q</sup> integrates proven engagement factors of character, competition and variety within a rich sensory environment to motivate the user to expend attention effort.

### ☞ **Active Learning**

Learning is enhanced when a learner is able to experiment, make mistakes and understand how their actions fit into a cause and effect model. Learners learn by doing, interacting with content rather than receiving a presentation. Within the C<sup>Q</sup> immersive 3D environment, the learner directs events – they must actively explore, interact and collaborate with the learning material to succeed

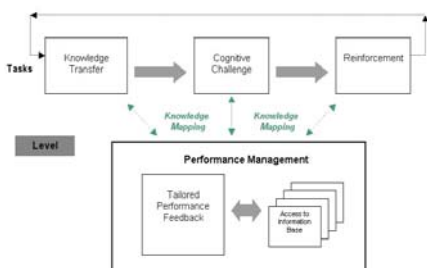
### ☞ **Elaborate processing**

Advanced Knowledge Acquisition is related to the learner 'elaborately processing' information, actively integrating it with existing knowledge structures, constructing new knowledge and forming many new connections to aid retrieval. C<sup>Q</sup> utilises research based comprehension methods within tasks to compel learners to elaborately encode information

### ☞ **Instructional Design**

People learn best by solving problems with specific goals or objectives together with mentoring and relevant feedback. C<sup>Q</sup> provides an advanced Instructional Design Framework that will guide, monitor and ensure that the overall learning objectives are achieved.

### The Learning Structure



**Levels** - C<sup>Q</sup> breaks content down into levels that marry onto a learner's current level of expertise. The application is designed to be experienced in short intense bursts of around one hour to optimize a learner's attention effort and prevent workplace disruption. Over a few weeks a learner will progress through levels at a rate suitable to them.

**Knowledge transfer** - rather than simply being told information, the learner must actively acquire knowledge of a subject through their interactions with animated characters in the 3D world. Information is packaged into critical facts and sub-facts that the learner can choose to access. Performance is measured and guided by key questions that the learner must find and correctly answer.

**Cognitive Challenge** – A range of research designed tasks that challenge the users ability to: deal with novel information; test assumptions; substitute information; rate importance; sequence events; remove information; combine information; summarize; and make predictions. Content within the tasks will reflect real-life learner problems such as customer scenarios.

**Reinforcement** – the final tasks in a level present a number of facts that the learner has encountered. These must be correctly identified to progress through a 3D maze. The task is time pressured and fast paced. The learner receives immediate performance feedback. This, coupled with elements of rehearsal and repetition serve to reinforce the learners learning within that level.

**Knowledge Mapping** – an intelligent coaching/mentoring function for each task. C<sup>Q</sup> provides dynamic hyper linking between a central knowledge base and actual learner behaviours in the 3D environment. Errors made by the learner are linked to key revision content in real time as they interact with the learning material.

**Performance Measurement/Feedback** – The vast array of behaviours possible in the 3D tasks provide a precise insight into the behavioural strengths and weaknesses underlying performance. The learner and assessor receive detailed performance feedback in real time, for example, a correlation between spatial movement, or reaction time on specific tasks and specific types of performance errors. This tool accurately measures both the Quantity and the Quality of knowledge acquired by a learner.

**Embedded support tools** – C<sup>Q</sup> contains a detailed knowledge base that the learner can call up and interrogate manually. The knowledge base contains examples, tables, pictures and descriptions to support the learner during a task or within a revision mode.

### Benchmark

This type of technology has been deployed within the US Military to powerful effect, massively improving the scope and the learning effectiveness of digital training media.

It is also being piloted by one of the worlds leading players in the motor industry.

Apart from the low cost of ownership when deploying this technology, there are many benefits to be gained.

1. Re-use of and common delivery of training programmes allowing delegates to be measured in same way each time
2. Can be used as a key driver in skills development planning i.e. highlighting an area(s) of the training an individual may be struggling with;
3. Leading to effective coaching and mentoring for staff on a regular basis
4. 1:1 delivery of training to meet the needs of the delegate
5. More management information available therefore easier to evaluate the effectiveness of the training programme and delegates progress
6. Easier to train and monitor progress of new employees – 1:1 training can be organised at short notice
7. Immediate learner feedback prescribing tailored revision to the individuals performance
8. Application can span multiple sites and be centrally controlled

### CCP and Caspian Objective

**'To deliver an advanced Immersive Learning environment for the Call and Contact Centre Industry, increasing learning performance of learners at an optimum cost, whilst offering the flexibility and speed benefits of digital delivery**

Leading the way in call and contact centre training