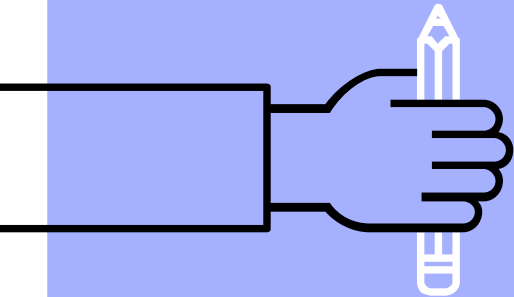
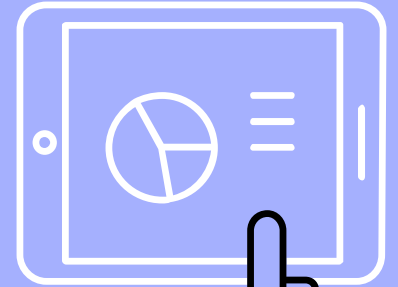
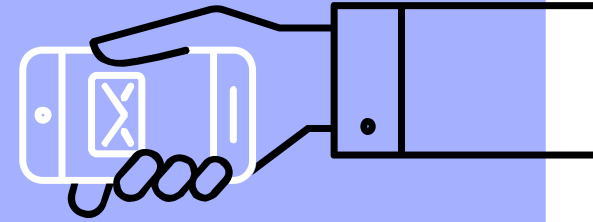


# 5

## Reasons to Use Microlearning for Sales & Service Excellence



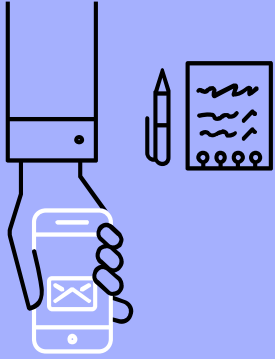
TRAININGFOLKS



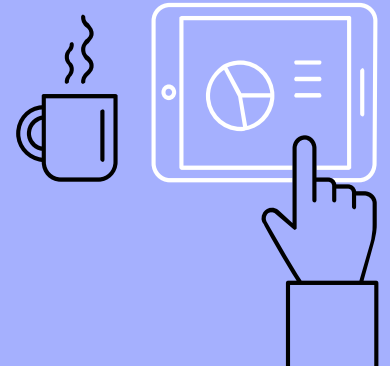
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# YOUR COMPETITIVE ADVANTAGE

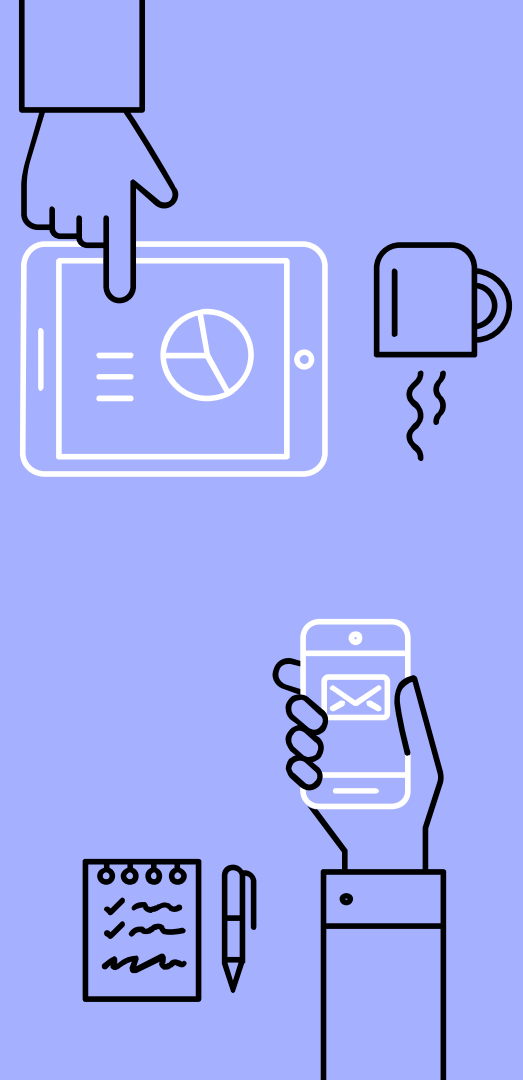


# YOUR COMPETITIVE ADVANTAGE

In the increasingly online world, consumers and business customers alike are better informed, researching your products and services prior to walking into your store, contacting your company's sales team, or clicking the "buy" button online. In this environment, delivering an outstanding customer experience is often the only thing that separates the good companies from the great.

According to Deloitte's 2017 Global Contact Center Survey, "Customers want businesses to hear them, understand them and appreciate them.... Convinced that customer experience drives customer choice, global businesses are investing in contact centers that focus on customer needs and preferences."<sup>1</sup>

In fact, "...customer experience (88 percent) and service improvement (73 percent) are clear priorities for contact centers."<sup>2</sup> This trend extends beyond the contact center to any employee that has direct contact with your customers.

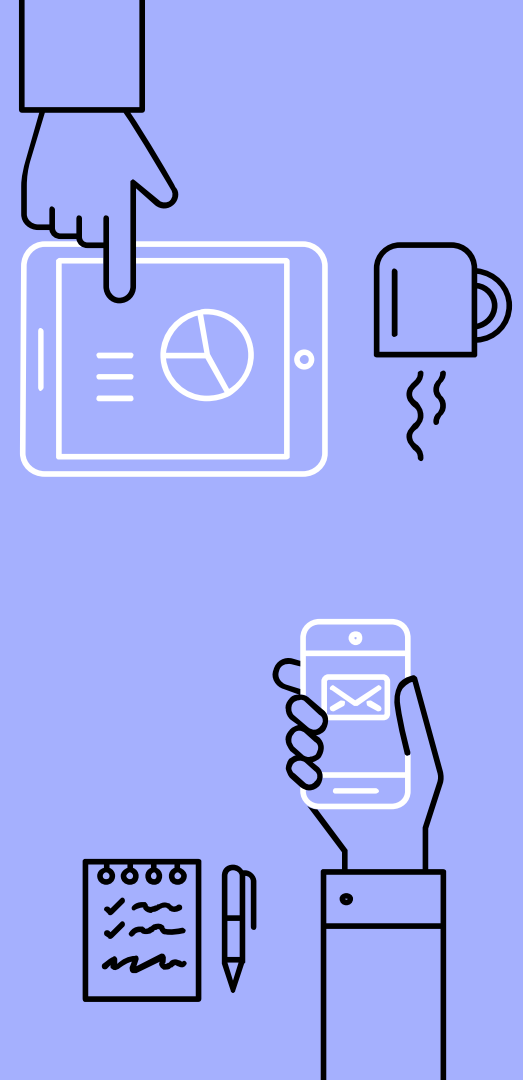


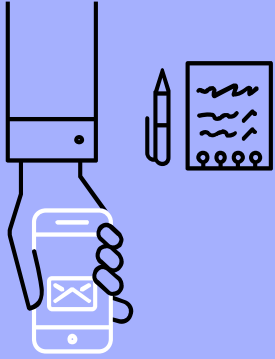
Sales representatives and customer service staff are the face of your company. From account executives working in the field to inside sales agents in a call center, retail sales associates and customer service representatives, all are on the frontline interacting with your customers. They have the important responsibility of representing your company and brand.

With the prevalence of social media today, it is easier than ever before for an unhappy customer to broadcast a poor review if they have a less than satisfying experience with your organization.

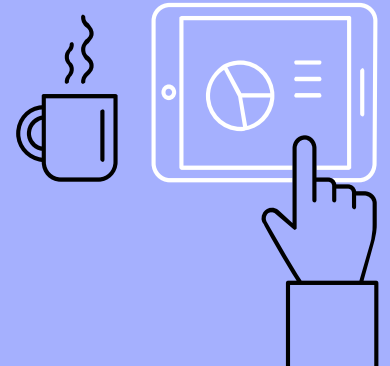
To ensure your employees are always informed of the latest products and services, updates to existing offerings, new promotions, changes to company policies and the answers to your customers' most frequently asked questions, it is important to establish ongoing training programs.

One way to provide the information they need quickly and make it easily accessible is with **microlearning**.





# WHY MICROLEARNING?



# WHY MICROLEARNING?

Microlearning is the delivery of training content in short, relevant, easy to digest chunks of information focused on one specific topic. Modules are typically 3 to 10 minutes in length and cover the most important information learners need to know. This training is generally delivered online and is accessible via laptop, smartphone or a mobile device.

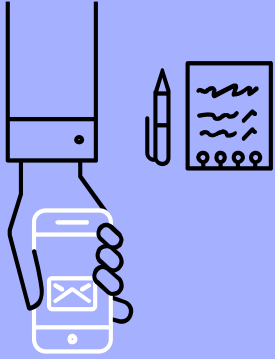
This differs from traditional training delivered as longer format courses that cover multiple topics in the same session – the amount of information presented can be overwhelming, making it harder for employees to remember what they've learned.

Research shows that people are more likely to learn and retain information when it is presented in smaller sections, which is the theory behind microlearning. Breaking your overall training program into one topic per module makes it more manageable and easier for learners to understand, absorb and reference when they need the information.

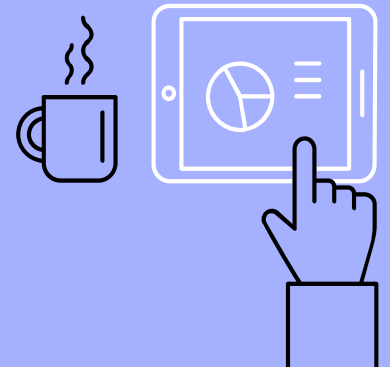
**It is important to note that microlearning is most effective when used to complement a full training program.**

Here are 5 reasons to implement microlearning for sales and service excellence.





# CONTINUOUS TRAINING





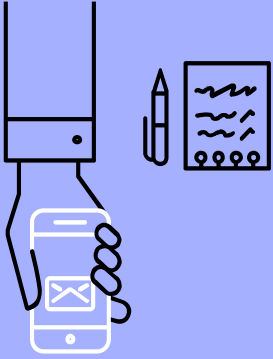
## Learners Can Focus On Key Areas as Needed

For many sales and service representatives, keeping up to speed on new products and services, as well as changing policies and procedures can be a challenge. With microlearning, training content can be developed relatively quickly, and released to learners as soon as it is ready.

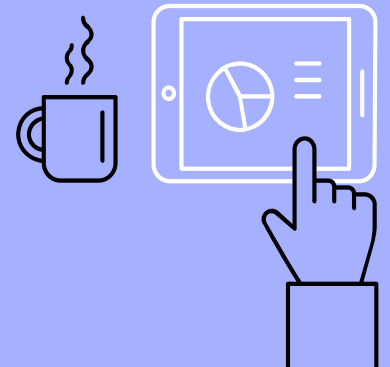
Providing only the most important information in a short module allows learners to understand and absorb it, and in turn apply it immediately to their daily roles. Learners can focus on the topics they need to improve upon and skip those they don't need, making training more efficient overall. They can also review more difficult topics several times until they have mastered the information.

Also, important topics can be distributed regularly to provide a refresher and keep it top of mind. If something changes and needs updating, it can be done easily and redistributed without having to redo other aspects of the training.





# MOBILE ACCESS



## Take training on-the-go!

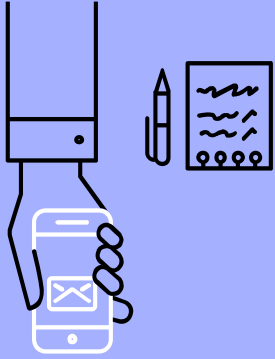
Sales people want to be out selling, not stuck in meeting rooms attending training sessions. With microlearning, the training is available online at any time, and on multiple devices – laptop, desktop, tablet or smartphone.

Learners can access training modules when it is convenient for them – during their daily commute, while catching a flight or waiting for a client to arrive at a restaurant.

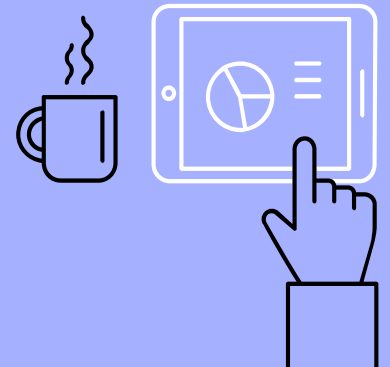
In a retail setting, customer service staff can use slower periods during their shift to complete new training modules.

Microlearning turns downtime into productive time.





# ON-DEMAND INFORMATION



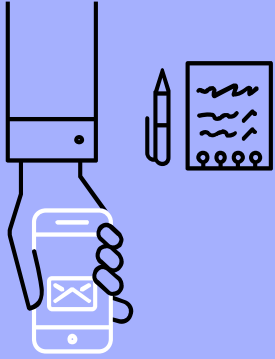
## Training At Their Fingertips

When a sales person is in an important meeting, they want to be able to answer questions the client's product and handle objections on the spot. The same goes for a customer service representative handling a complaint, whether dealing with the customer in-person or on the phone.

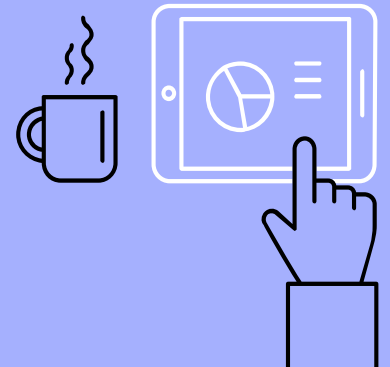
Besides being a training resource, microlearning can also provide quick access to the information sales and service professionals need, even while they are interacting with a customer. Since the microlearning content is organized by one specific topic, it makes it easier for employees to find the exact information the customer requires.

For example, a sales person selling immersive systems could access product information from her smartphone during a sales call. A customer rep for a cellular provider can reference changes to a customer's mobile phone subscription.





# CONSISTENT CONTENT



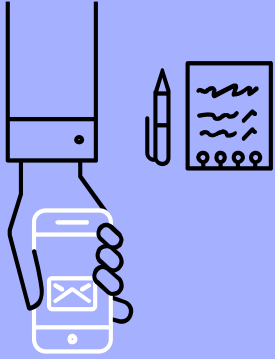
## Present a seamless customer experience

For companies that employ large sales teams with representatives in multiple locations, it can be difficult and time consuming to provide in-person training, not to mention that some staff may receive the training well before others. The same is true for retailers with locations city- and country-wide.

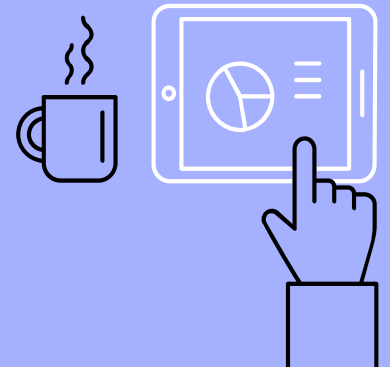
With microlearning, all customer service and sales associates receive the same training content. To ensure that team members receive training at approximately the same time, courses can be scheduled across different time zones and translated into local languages.

Keeping product, service, and policy information consistent across all locations is critical to a seamless customer service and sales experience that supports your company and strengthens your brand.





# SAVE TIME AND MONEY





## Effective & Efficient Training

When bringing your dispersed sales and service teams together for traditional in-class training, you will incur travel related costs such as flights, hotels and meals, as well as the cost of downtime when employees are out of the field or retail environment. While this type of training is still important for larger training initiatives such as new product launches, microlearning can provide a time saving and cost-effective alternative to help supplement these courses.

Microlearning modules can be developed relatively quickly, with varying levels of sophistication. To meet an urgent training need, the modules can be as simple as video recordings walking learners through a new software program or a Q&A session to answer specific employee questions. When there is a longer lead time, the sessions can include interactive exercises and [gamification](#).



## READY TO GET STARTED WITH MICROLEARNING?

If you want to implement microlearning as part of your learning and development program and need assistance, contact the global training experts at [TrainingFolks](https://www.trainingfolks.com).

We have a network of [instructional designers](#) skilled in all aspects of microlearning who would be happy to work on your project.

