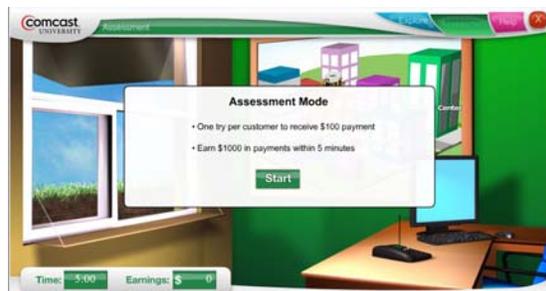


Comcast – Taking a Payment New Hire Training and Assessment



Client

Comcast was founded in 1963 as a single-system cable operation. Today, we're the country's largest provider of cable services—and one of the world's leading communications companies. We're focused on broadband cable, commerce, and content. We deliver digital services, provide faster Internet and clearer broadband phone service, and develop and deliver innovative programming.

Challenge

Comcast identified the need to redesign the Customer Service New Hire Experience (NHE). This project will introduce Comcast Account Executives (CAEs) to payment options available for customers, as well as the process of taking payments in ACSR.

Solution

It has been determined that the e-Learning module will be programmed as SCORM compliant so it can be readily utilized within Comcast's existing LMS system (LSO).

Working closely with Comcast, KDG created an interactive, engaging learning module focusing on the various places and methods customers can make a payment.

The creative approach includes a 3-D office or call center that matches Comcast's New Hire Experience (NHE) design specs. Within this office there is a desk with a computer and telephone, and an interactive map showing various places (e.g. call center, payment center, residence, drop-off box). The learner can click on the computer, the phone or any of the places on the interactive map to review information specific to their selection (e.g. the computer would provide information on where a customer can go online to submit a payment).

As the learner explores the office to learn about the different payment options, customers drive up. The learner clicks to hear a customer's payment question. Then the correct answer must be selected. If the incorrect answer is selected, feedback is given explaining why that wasn't the best selection.

There are approximately 50 customer questions that are within a random pool. This provides a unique set of questions each time the learner accesses this module.

Web-Enabled

Powerful

Media-Rich

Interactive
