



Insights Into Virtual Classroom Training For Work-At-Home Staff

May 2020

Purpose

COPC Inc. conducted a survey of user groups from the CX industry to understand how virtual classrooms are shaping the training landscape. The goal of this research is to share insights with industry leaders to support their decision-making in the wake of the COVID-19 crisis and beyond.

While COVID-19 has created challenges for CX operations, it has also created drive and momentum to innovate and transform. The majority of CX operations has adopted virtual classrooms in response to COVID-19. We believe the evidence indicates virtual classrooms have value beyond the current crisis.

**Virtual classrooms
can be an effective
training solution
beyond COVID-19.**



The respondents of the survey represent all geographies and various sectors such as Banking, Insurance, Telecom, E-commerce, Business Process Management, Market Research, Artificial Intelligence, Real Estate, Social Media, Information Technology, Gamification, Recruitment, etc.

Introduction and Approach

COPC Inc. rolled out an industry-wide survey to gather information about the following aspects of the industry's view on virtual classrooms:

1. Understanding of virtual classrooms and their current utilization
2. Training that is suitable for virtual classroom environment
3. Learner and Educator views on various aspects of training effectiveness

We received more than 100 responses from representatives of 75 companies. Respondents ranged from centres with less than 100 frontline staff to networks with well over 100,000 frontline staff.

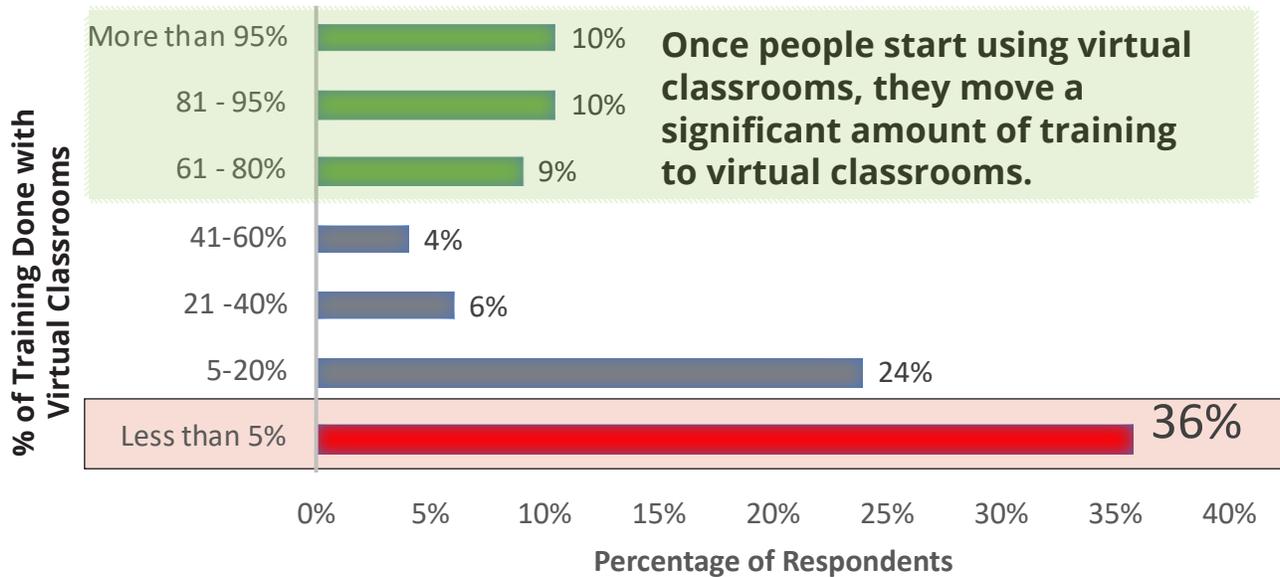
Learn more at copc.com/training



Utilization of Virtual Classrooms and Future Viability

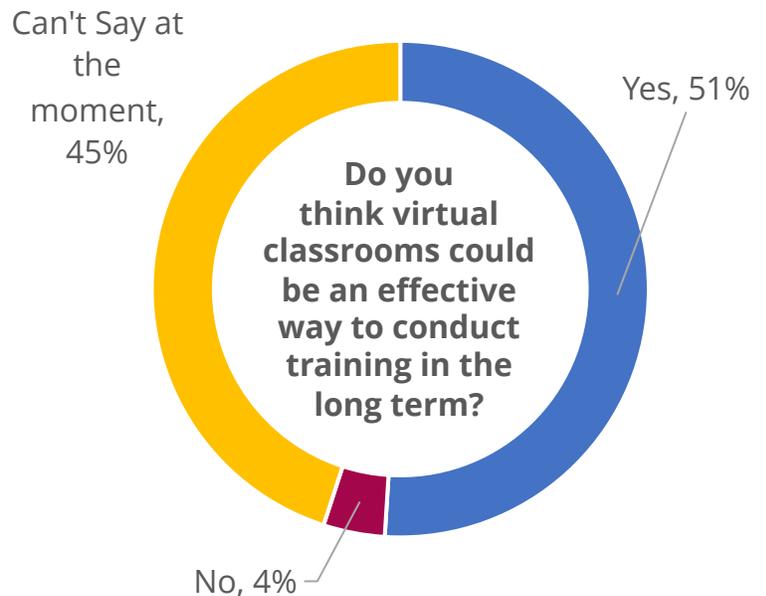
There was a significant number of respondents stating they aren't using virtual classrooms for training right now, **but once they start, they will move significant amounts of training to virtual classrooms.**

CURRENTLY, WHAT % OF TRAINING IN YOUR COMPANY IS CONDUCTED USING VIRTUAL CLASSROOMS?



Approx. 50% of respondents haven't conducted training using virtual classrooms; hence, they aren't sure about the effectiveness of the environment.

Once they use it, however, they find it useful and effective.

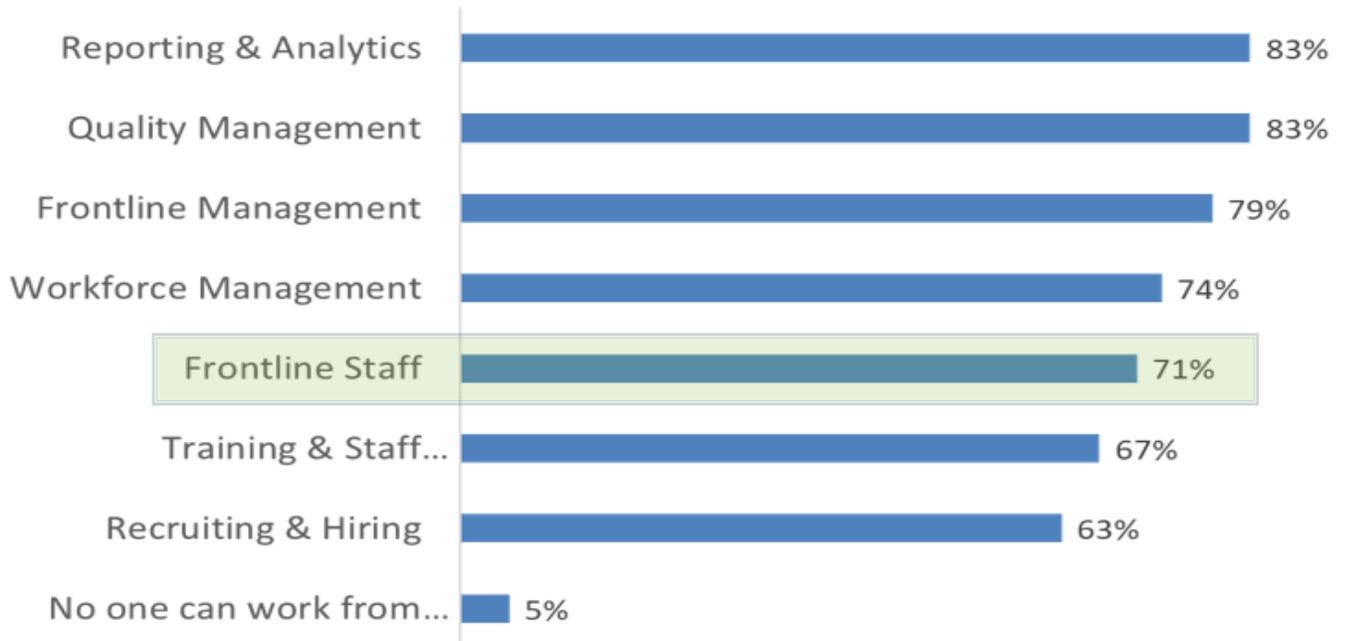


Learn more at copc.com/training



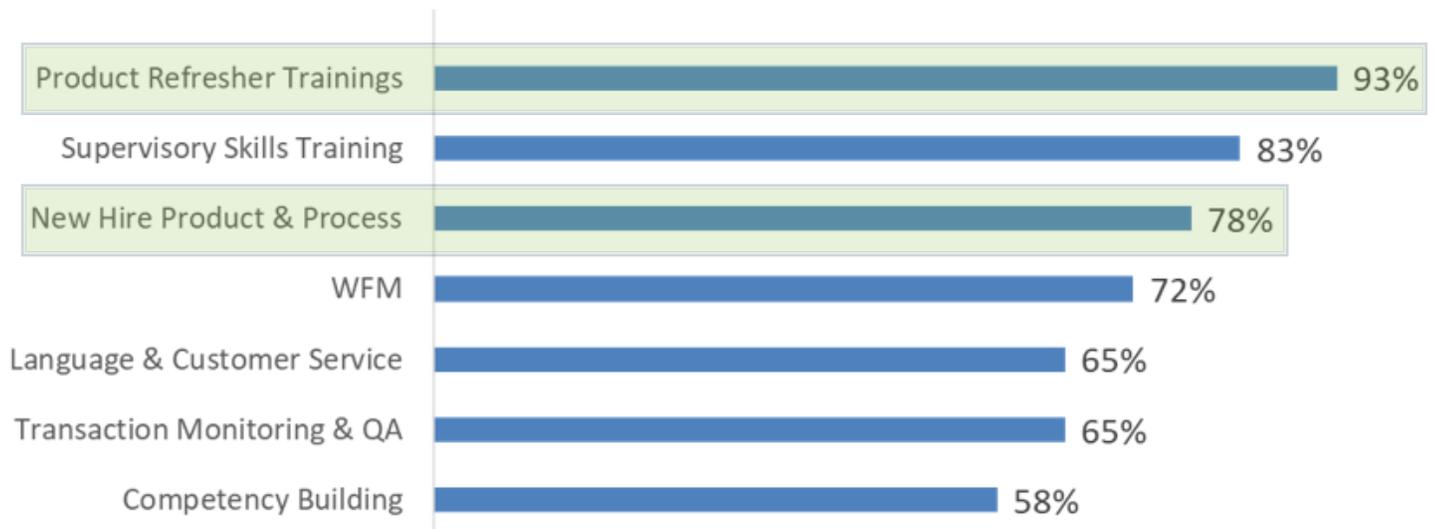
WAH Roles and Content Suitable For Virtual Classrooms

WHICH ROLES/FUNCTIONS IN YOUR CONTACT CENTRE ARE SUITED FOR WAH?



There is wide acceptance that frontline staff can work from home and receive effective training via a virtual classroom environment.

WHAT TRAINING CONTENT IS SUITED FOR A VIRTUAL CLASSROOM?

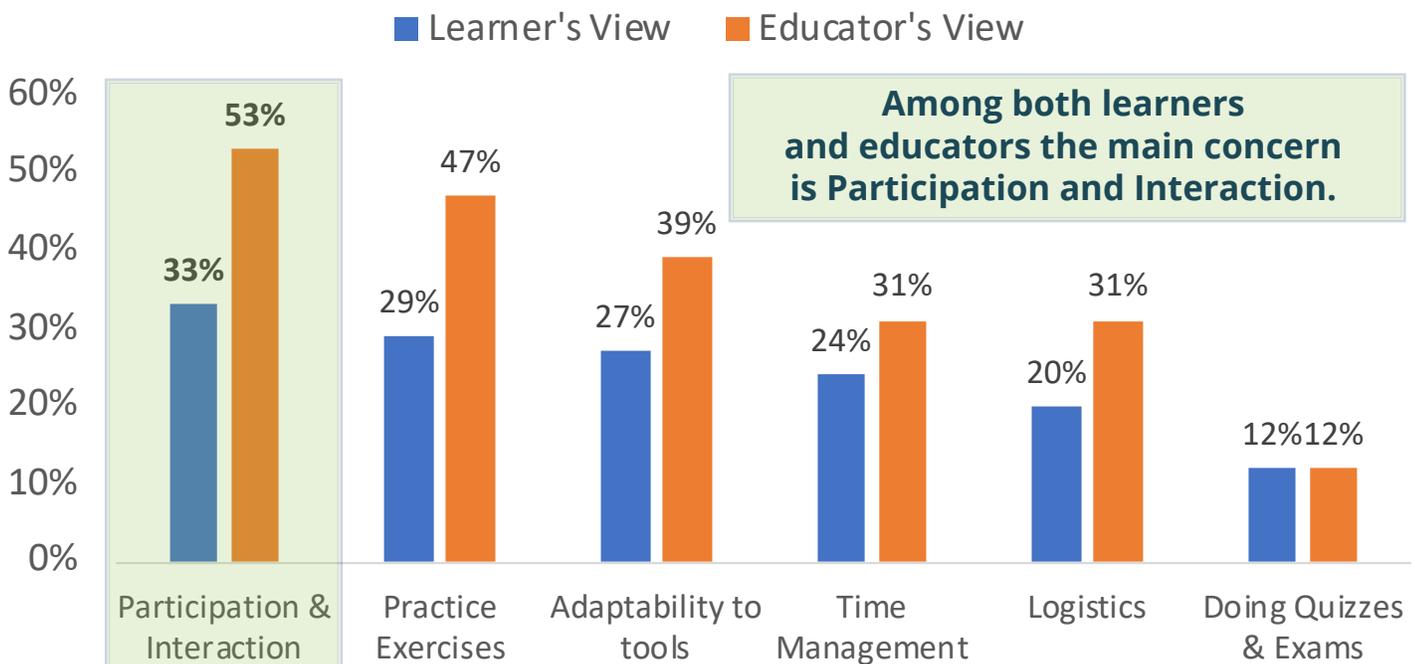


Learn more at copc.com/training



Challenges of Virtual Classrooms and Summary

WHAT ARE THE KEY CHALLENGES IN VIRTUAL CLASSROOMS? (RATED "DIFFICULT" OR "VERY DIFFICULT")



In Summary

Virtual classrooms have great potential, not just during the current crisis, but beyond. **Here are some of the key messages from the study:**

- There is some initial apprehension related to the effectiveness of virtual classroom training; though once people start using it, the effectiveness becomes apparent and more and more training will move to the virtual classroom environment.
- There is wide acceptance that most training (with the exception of training that requires soft skills) can be done through a virtual classroom. People generally believe that frontline staff training (which typically accounts for 80-90% of training effort) can be done in a virtual classroom.
- The biggest challenge posed by virtual classrooms, for both Learners and Educators, is Participation & Interaction. Proper course design is key to overcoming this challenge. Materials and activities need to be carefully redesigned for the virtual classroom environment, generating built-in participation and greater interaction.

Learn more at copc.com/training



About COPC Inc.

COPC Inc. provides consulting, training, certification and the RevealCX™ software solution for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for call center operations, customer experience management, vendor management, and procurement. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations for the delivery of a superior service journey. COPC Inc. is headquartered in Winter Park, FL, U.S., with operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan.

www.copc.com

Learn more at copc.com/training

