

*KnowledgeAdvisors Case Study*

Reduced Waste and  
Increased Performance

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# Reduced Waste and Increased Performance

## Case Study at-a Glance

### Company:

Large Telecommunications Firm

### Industry:

Telecommunications

### Story:

Measurement reduces wasted learning by highlighting ineffective vendors

### Population:

Newly acquired employees resulting from a merger

Learning Measurement resulted in a \$100,000 reduction in wasted training and a predicted \$1.25 million dollar increase in sales.

## Telecommunications Firm Saves \$100,000 in Wasted Training and Increases Sales Due to Better Supply Chain Management

After a merger, a telecommunications company found itself with the need to train a large number of newly acquired employees on new product lines. In the face of this daunting task the organization contracted with third party vendors to travel to each retail store and train employees on various product offerings.

Understanding that measurement is the key to effective management of learning investments, the organization partnered with KnowledgeAdvisors to implement the Metrics that Matter® learning analytics tool to measure the quality and effectiveness of all training in the organization. Metrics that Matter allows the organization to measure satisfaction, effectiveness, impact, results, and ROI for all learning investments. In addition, the organization can compare its results to industry or course specific benchmarks gleaned from Metrics that Matter's 500 million data point benchmark database.

Using the standard measurement methodology in Metrics that Matter each third party trainer was measured to ensure that each store was receiving training that would allow associates to effectively sell each product.

Using standard Metrics that Matter reports after the first week of training the organization quickly identified a group of trainers that consistently fell well below the benchmark in terms of quality, knowledge transfer, and predicted impact.

In bottom line terms, this meant that much of the investment for employees trained by these trainers was wasted. These employees had to be re-trained at additional cost to the company and it also meant lost revenue due to additional time away from the job. After sharing these results with the vendor, the group of ineffective trainers was removed from the training rotation and the organization invested in re-training any impacted employees using high impact trainers.

By quantifying factors such as time away from the job, store revenue, predicted performance improvement, and the savings from not retraining employees the organization reduced wasted training by an estimated \$100,000 and predicted an increase in sales of over \$1.25 million dollars.

This is a clear example of the impact that smart, effective measurement can have on the bottom line.

