

Netlink Technology Evaluates Training Effectiveness

Netlink
Best Advance in Learning Management
Technology for External Training
March 2018



Company Background



| Company At-a-Glance | |
|------------------------|---|
| Headquarters | Madison Heights, MI |
| Year Founded | 1999 |
| Revenue | Privately Held |
| Employees | 2,000+ |
| Global Scale | 13 office locations serving 18 countries |
| Customers/Output, etc. | Outsourcing services; technology services and technology solutions for 11 vertical industries; application development and integration. |
| Industry | BPO, Outsourcing Services, Technology Services, Technology Solutions |
| Website | http://www.netlink.com |

Value Proposition

Netlink is using advanced technology to help evaluate training curriculums, trainers, and trainee performance in one easy-to-use platform. Netlink Training Audit Plus™ (TAP™) helps clients optimize their training audits, maintain consistency across all training classes, and gain efficiencies and valuable insights into the effectiveness of their training programs and curriculum.

By installing cameras in training classrooms around the globe and combining voice analytics with expert human analysis and interactive dashboards, Netlink clients are able



to cut up to 40% of their expenditures. However, that savings is only half the story — the platform also tracks the trainee for the first 90 days after completion of training and correlates their on-the-job performance to the effectiveness of the training curriculum and training delivery.

Within the BPO vertical, Netlink clients are using TAP™ to increase the coverage of their audits and drive consistency across multiple vendors. At a quick glance, they're determining the trainer's adherence to the curriculum and roadmap, the training curriculum itself, and the trainee's performance. They're adjusting the curriculum as needed and sharing feedback with the trainers in about 24 hours. Audit results are presented in a web-based interactive dashboard with video-time stamps for easy access to insights and analytics.

“SiriusXM conducts new-hire training for call center agents in over 60 locations. For years, we had searched for a way to extend the reach of the audit team responsible for ensuring curriculum compliance. Traditional audits were neither cost effective nor scalable. Training Audit Plus has solved that problem for us. This is truly a one of a kind, never before seen solution. Not only does it identify deviations to our training roadmap and unauthorized additions to the curriculum, but it also combines it with performance data so we can see the impact our training - and trainers - have on employee performance once they leave class. We're expanding this to all call center operations in our enterprise as quickly as possible based on our expected ROI.” — **Michael Lesker**, Sr. Director, Listener Care Learning, SiriusXM Satellite Radio

Product or Program Innovation

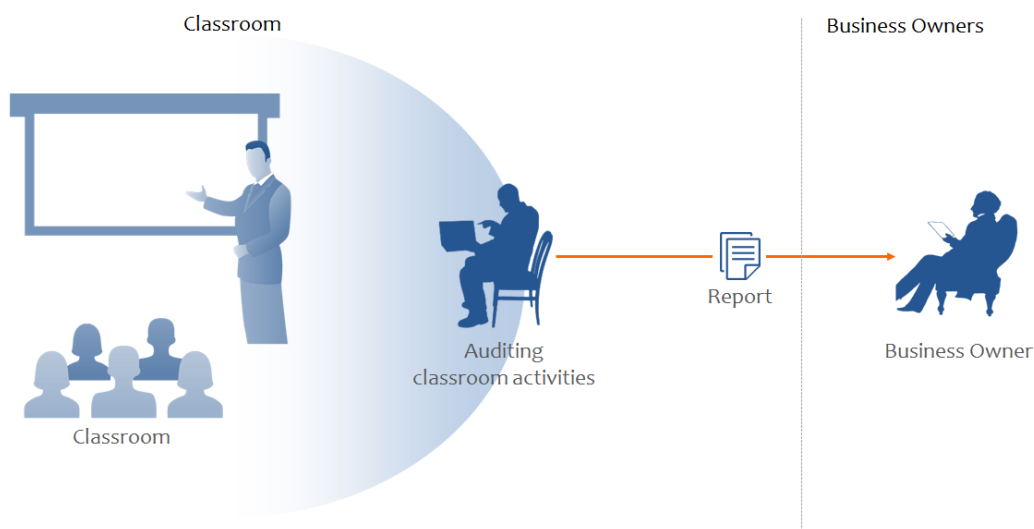
Background

Training audits are typically performed by specialized professionals, either in-house audit teams or consultants. Such auditors visit the training locations, sit through an entire session of training, and provide a summary to the client. Such summaries are a one-dimensional view from the auditor based on direct observations.

That process poses major challenges for the business owner:

1. **Low scalability.** Auditors are specialized professionals who need to be physically present in classroom locations. Thus, auditing a large number of classes is a challenging task.
2. **Bias.** Opens the door for human or cultural bias by an auditor.
3. **Future reference.** There are no future references of those audit observations. Most audit observations are binding, and conflict resolution is not available because it is not possible to recreate the observation scenes.
4. **Process.** Slow and time consuming for auditors.
5. **Cost.** Prohibitive with large scale operations.

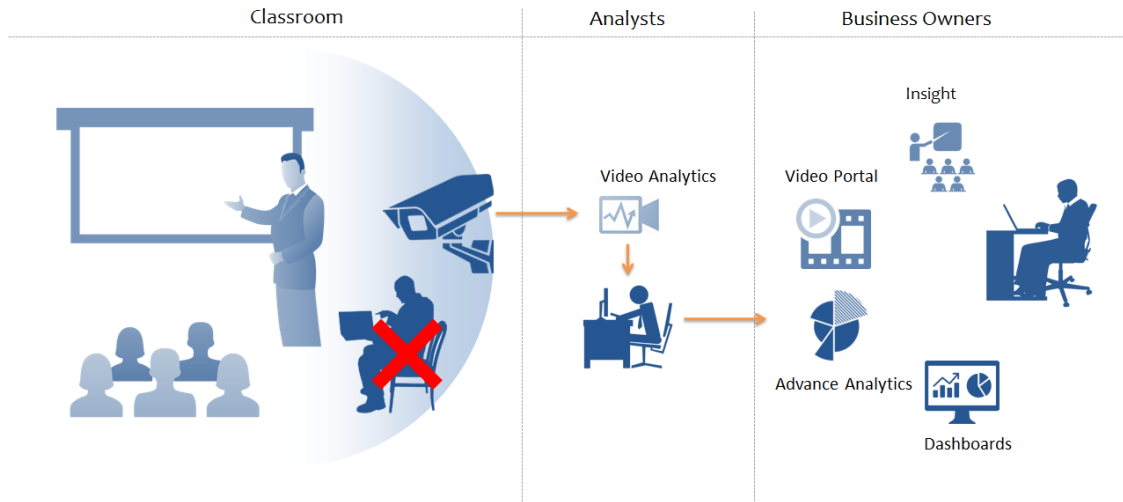
Figure 1: Traditional Training Audit



Source: Netlink 2018

Netlink re-engineered that process with the use of technology by replacing traditional auditors with a patent-pending process. Training Audit Plus™ is a combination of audio-video technology, voice analytics, and skilled training analysts' auditing trainings. TAP™ is a platform focused on improving returns on one of the most valuable Investments an organization makes – training its employees. TAP™ platform's re-engineered process is shown in Figure 2.

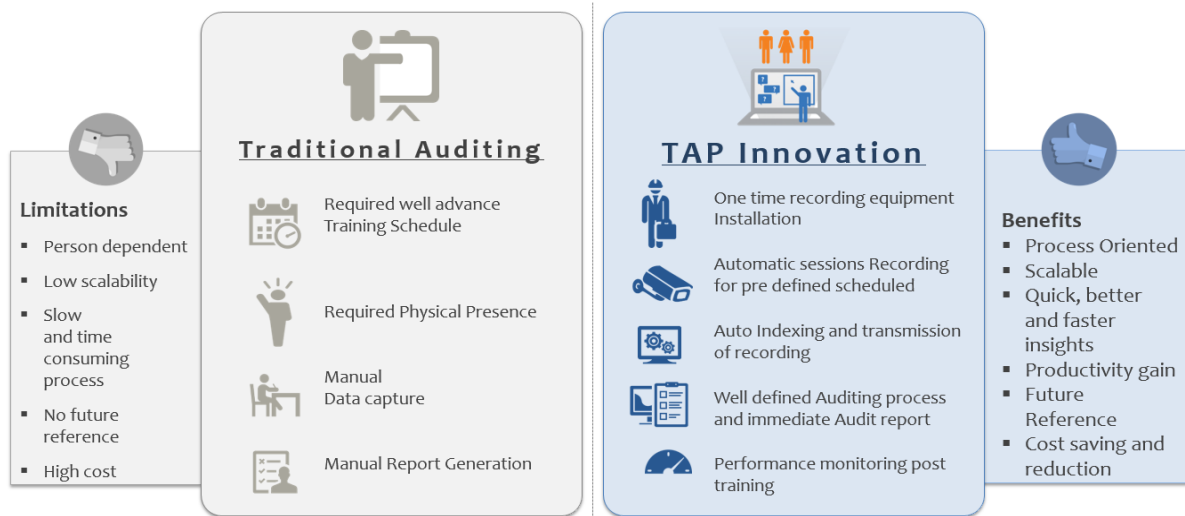
Figure 2: Netlink's TAP™ Platform



Source: Netlink 2018

TAP™ effectively re-engineered traditional audits with scalable intelligence technology. Following are the benefits it provides compared to existing traditional audits.

Figure 3: Auditing Comparison



Source: Netlink 2018

Future enhancements will include near real-time alerts, auto upload of SCORM-compliant curriculum, and a self-service portal.



Simplicity of the Technology

1. Implementation is less than 90 days, including creation of audit templates and dashboards. Once a client installs the camera system, TAP™ handles the rest of the audit process and delivers audit results within 24 hours after the training session is complete.
2. Netlink's simple innovation to replace humans with audio-video recording technology gives immense power and insight from the audit process. It enables clients to digitize their entire-training process. TAP™ digitizes the following aspects of training:
 - Record.
 - Audit.
 - Analyze.
 - Correlate.
 - Present.
3. It allows clients to recreate entire training sessions at a later time by going through videos repeatedly as needed and use them for coaching and other purposes.
4. It provides the opportunity for the business owner, training vendor, and analyst to collaborate and calibrate the training process where applicable.

Unique Differentiators

Though the current solutions are powered effectively by competent professionals, the methodology they use to audit training leads to such challenges as people and culture biases, no mechanism that validates data, and low scalability of firms to audit a large number of classes.

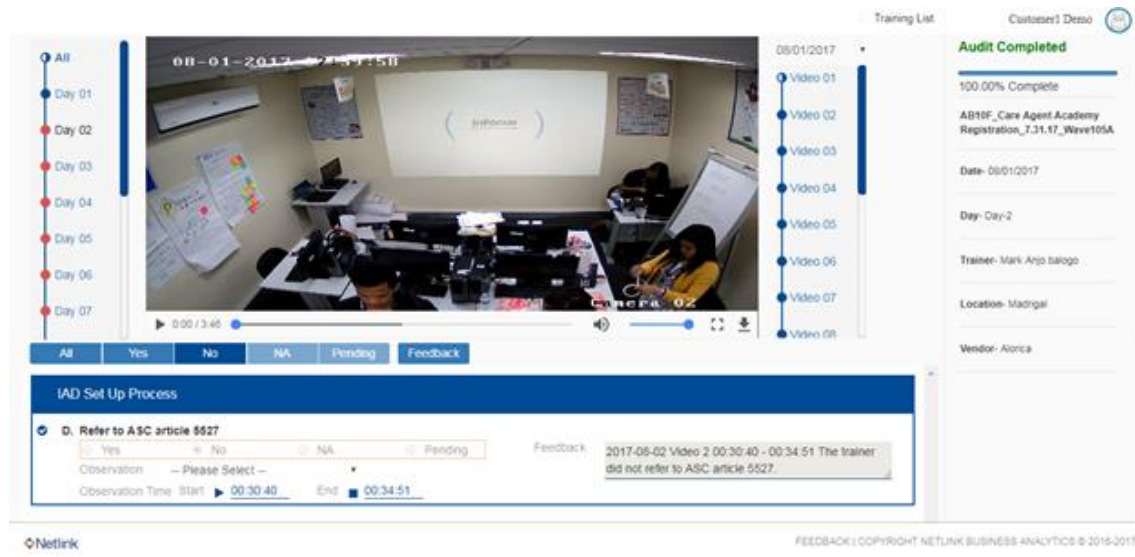
With no similar technology solution available today, Netlink's only real competition are the firms and consultants who perform traditional audits.

Unparalleled Insight

Training Audit Plus provides training videos along with training-audit scores to customers. Each day of training is audited, and every audit point with a discrepancy is accompanied by analysts' comments as well as a link to the specific time in the video file where the discrepancies can be seen. Customers have been delighted with the insight they have into

the trainings. The information helps them quickly address concerns that previously had gone unnoticed.

Figure 4: Unparalleled Insight



The screenshot displays the Netlink video portal interface. It features a central video player showing a training session in progress, with a timestamp of 08-01-2017 11:50. Below the video player is a feedback form titled "IAD Set Up Process" with a question "D. Refer to ASC article 5527". The form includes radio buttons for "Yes", "No", "NA", and "Pending", and a "Feedback" field containing the text "2017-08-02 Video 2 00:30:40 - 00:34:51 The trainer did not refer to ASC article 5527". To the right of the video player is a "Training List" sidebar with a "Customer Demo" button and a list of videos from 08/01/2017. Below the video player is a navigation bar with buttons for "All", "Yes", "No", "NA", "Pending", and "Feedback". At the bottom of the interface, there is a footer with the Netlink logo and the text "FEEDBACK | COPYRIGHT NETLINK BUSINESS ANALYTICS © 2016-2017".

Source: Netlink 2018

Video Portal

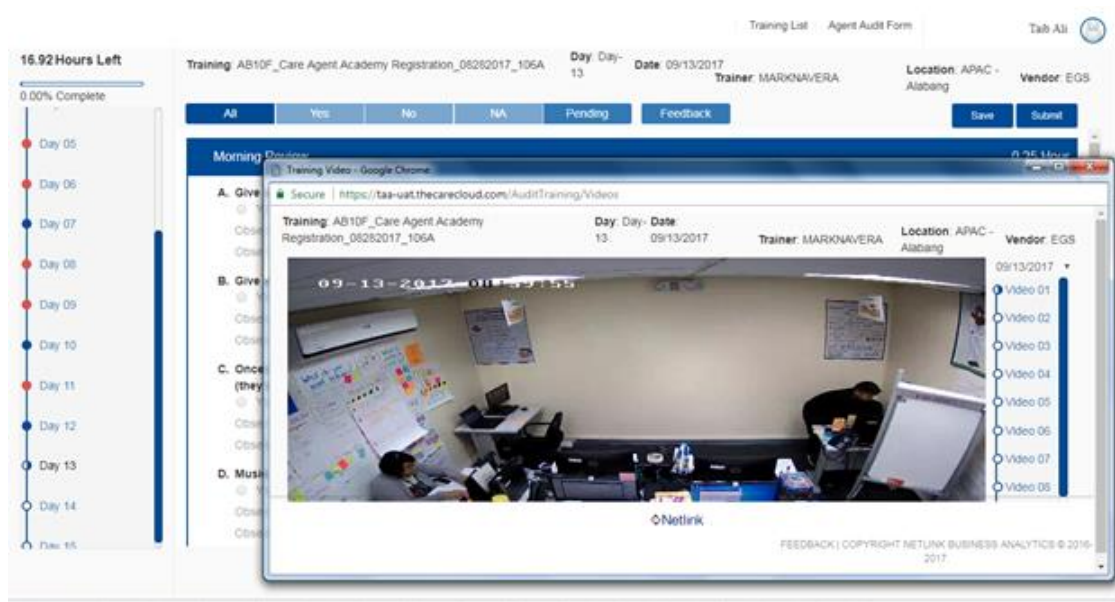
An online portal allows analysts and clients to view and review the video multiple times, exchange notes, collaborate with managers, and discuss with their peers. Since training recordings are available to them for the entire duration of training, they can review the entire training sessions and save time by skipping through breaks and lunch and Y-jacking by focusing on auditing real items. If there is confusion on any part of the training session, it is easy to refer to those specific instances along with seniors and peers.

Advanced Analytics

Customers are provided with advanced-analytics capabilities that allow them to compare vendors, compare trainers within vendors, and even point out areas where most of the discrepancies are observed. The vendor-performance index is Netlink's natively-developed scoring methodology for comparing vendors and keeps getting more objective as time progresses. A heat map points to areas leading to the most discrepancies, and clients are able to modify, correct, or refine those modules.

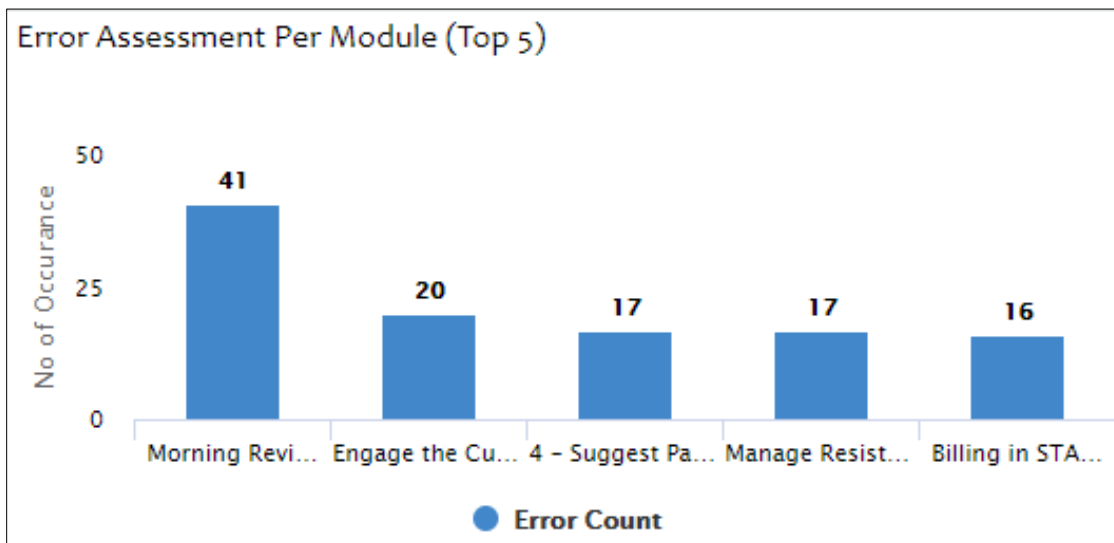


Figure 5: Video Portal



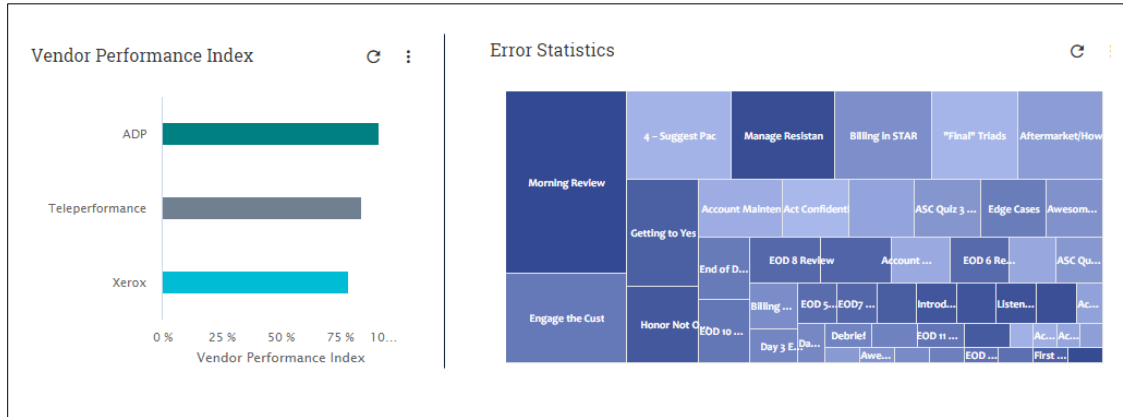
Source: Netlink 2018

Figure 6: Error Assessment Per Module



Source: Netlink 2018

Figure 7: Vendor Performance Index and Error Statistics



Source: Netlink 2018

Figure 8: Trainer Performance

| Schedule Training Date | Training Name | Training Type | Training Category | Trainer Name | Vendor | Location | Attendees Actual | Attendees Required | Attendees Delivered | Pending Topic | Not Applicable Topic | Overall Audit Index |
|------------------------|--------------------------|---------------|-------------------|--------------|-----------------|--------------|-------------------|--------------------|---------------------|---------------|----------------------|---------------------|
| 12-Jun-17 | US_Inbound_Support_SU_17 | Secondary | Sales | Advert | Teleperformance | Missouri MO | No Data Available | | No Data Available | 582 | 0 | 0.98 |
| 05-Jun-17 | UK_Inbound_sales_5A_17 | Secondary | Sales | Isabella | ADP | Nevada NV | No Data Available | 20 | No Data Available | 0 | 0 | 0.98 |
| 05-Jun-17 | US_Outbound_sales_OS_17 | Secondary | Sales | Noah | ADP | Louisiana LA | No Data Available | 20 | No Data Available | 0 | 0 | 0.97 |
| 16-May-17 | UK_Inbound_Support_SU_17 | Secondary | Sales | Sophie | ADP | Louisiana LA | No Data Available | 20 | No Data Available | 0 | 0 | 0.93 |
| 15-May-17 | IND_Outbound_sales_OS_17 | Secondary | Sales | Emily | Teleperformance | Missouri MO | No Data Available | 20 | No Data Available | 0 | 0 | 0.86 |

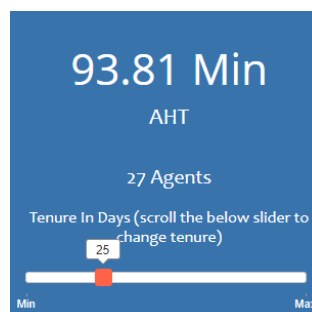
Showing 1 to 8 of 8 entries

Source: Netlink 2018

Dashboards

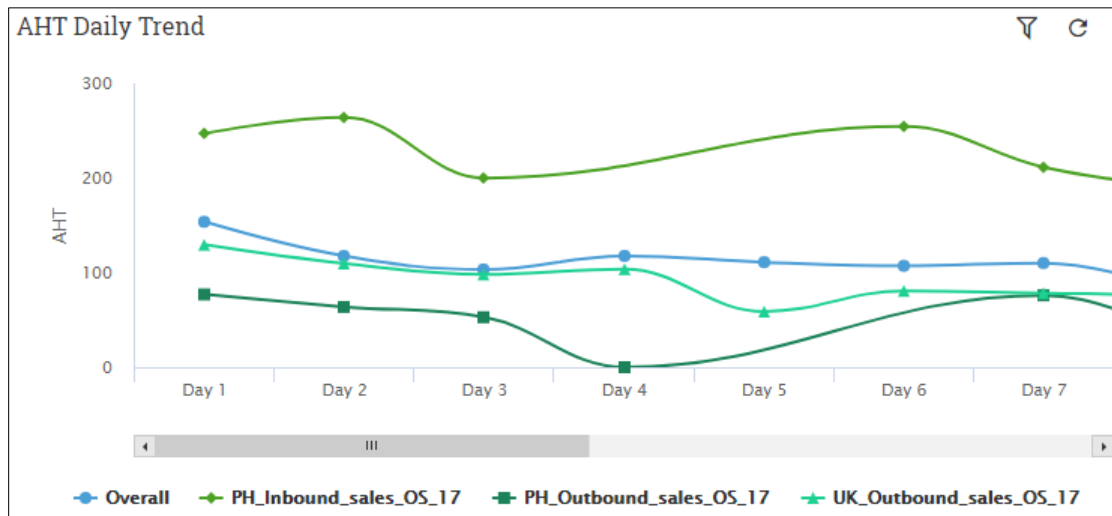
Dashboards provide clients with a high-level overview or on various agents and dimensions such as time or tenure.

Figure 9: Dashboards



Source: Netlink 2018

Figure 10: AHT Daily Trend



Source: Netlink 2018

Measurable Results

SiriusXM’s traditional process for auditing training classes was cost and resource prohibitive. With more than 50 new-hire training classes per month spread across 50+ locations around the globe, the company needed a scalable solution to efficiently increase coverage and ensure consistency. Feedback to trainers was text-based and full of anecdotes instead of data, so SiriusXM’s leaders were seeking a repeatable solution that provided insights and direct correlation between training and their agents’ performance once they hit the sales floor.

SiriusXM partnered with Netlink to implement the TAP™ platform and install cameras in six call-center partner sites across four countries. The TAP™ platform provided SiriusXM with easy access to dashboards that are refreshed daily to report deviations for each class audited, and performance metrics for each agent who attended one of the audited classes.

SiriusXM was able to quickly identify weaknesses in trainers, curriculum, and operations management. There also was an increase in productivity of up to 60% in audits performed vs. traditional audit methods.



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