

## Con Edison's Gamified Training Helps Service Reps Respond To Gas Emergency

Con Edison

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August 2018



### Company Background



conEdison, inc.

<b>Company-at-a-Glance</b>	Con Edison, Inc.
<b>Headquarters</b>	New York, N.Y.
<b>Year Founded</b>	1823 (as the New York Gas Light Company)
<b>Revenue</b>	\$12 billion in annual revenue
<b>Employees</b>	14,000-plus
<b>Global Scale (Regions that you operate in or provide services to)</b>	The company provides a wide range of energy-related products and services to its customers through the following subsidiaries: Consolidated Edison Company of New York, Inc., a regulated utility providing electric, gas and steam service in New York City and Westchester County, New York; Orange and Rockland Utilities, Inc., a regulated utility serving customers in a 1,300-square-mile-area in southeastern New York State and northern New Jersey; Con Edison Clean Energy Businesses, Inc., which through its subsidiaries develops, owns and operates renewable and energy infrastructure projects and provides energy-related products and services to wholesale and retail customers; and Con Edison Transmission, Inc., which through its subsidiaries invests in electric and natural gas transmission projects.
<b>Customers/Output, etc. (Key customers and services offered)</b>	Energy service provider

<b>Industry</b>	Energy company
<b>Stock Symbol</b>	ED
<b>Website</b>	<a href="http://www.coned.com">www.coned.com</a>

## Budget and Timeframe

<b>Budget and Timeframe</b>	
<b>Overall budget</b>	\$20,500
<b>Number of (HR, Learning, Talent) employees involved with the implementation?</b>	1
<b>Number of Operations or Subject Matter Expert employees involved with the implementation?</b>	5
<b>Number of contractors involved with implementation</b>	5
<b>Timeframe to implement</b>	Six months
<b>Start date of the program</b>	April 21, 2017

## Overview

Any reported incident of a gas emergency should be handled promptly and efficiently by customer service representatives to avoid any repercussions. It is of utmost importance that customer service representatives have adequate knowledge of what to do when they receive a call about a gas emergency. Con Edison engaged Indecomm Learning to develop a 30-minute interactive course in Custom HTML 5 for customer service representatives to reinforce their understanding on how to promptly and efficiently handle gas emergency calls. The target audience for the course included customer assistance personnel from the Specialized Experience Center. The goal of the interactive course was to reinforce to the target audience the importance of promptly and efficiently handling gas emergency calls. Critical success factors for the course was to make it learner-centric, practical, and reality-based.

## Learning Objectives

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The objective of the Gas Odor interactive course was to reinforce in the target audience the importance of promptly and efficiently handling gas emergency calls.

To meet the goals of the course, a scenario-based, gamified approach was used. In the course, the learners are presented with five scenarios that illustrate customers making emergency calls to Con Edison with a gas emergency situation. In each scenario, the customers are shown in different environment — kitchen, lobby/elevator, road, etc. The learners have to handle these gas emergency calls. The learners have to respond to these gas emergency calls and follow the proper procedure and steps to ensure public and employee safety. At the end of each scenario, the learners have to answer questions pertaining to the scenario correctly to complete helping that customer and move to the next customer. The questions are a mix of multiple choice single/multiple responses and application-based data input and selection.

If the learners answer any question incorrectly, there is an explosion indicating that they have been unsuccessful. The learners are then presented with a Key Points button. This button presents the key information/points that the learners need to keep in mind when answering the questions for that scenario. The learners then have to view the key points and then replay the scenario by clicking the Replay button. On clicking Replay, the learners are presented with the scenario information again and then the questions.

If the learners answer all the questions correctly, they are taken to the results screen. The screen congratulates the learners on helping the customer and also presents the Key Points button. The learners will have to view the key points and then proceed to the next customer.

In the training, the learners have three lives to help all the five customers. Every time, the learners incorrectly answer a question, they lose a life. If the learners lose all the three lives, then they are presented with the key points that they need to keep in mind when handling emergency calls. The learners have to go through these key points, acknowledge that they have read and understood the key points about responding to gas emergency calls and then have to re-attempt the course.

After the learners have successfully helped all the customers, they are congratulated and provided with the completion certificate.

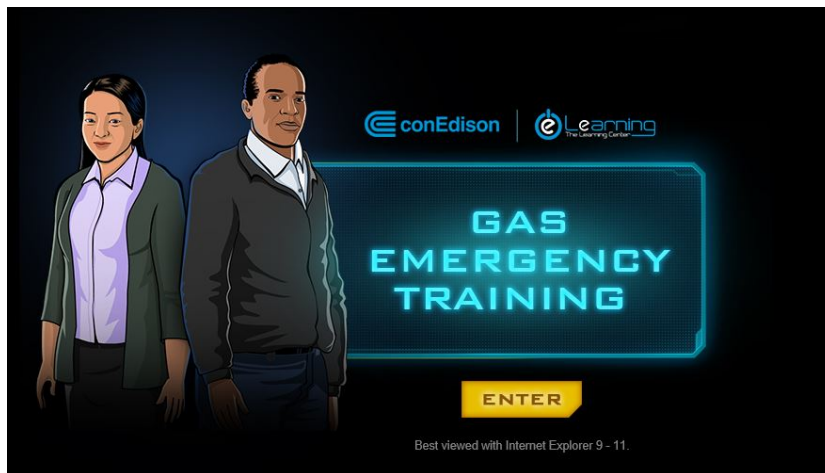
The course is set in an office. A work desk is shown with a desktop and a phone. The phone is the medium through which the scenario is delivered. At the onset of every scenario, the phone rings and the learners have to click on the phone and listen to the customers (as the scenario unfolds). The course has a semi-realistic illustration-based approach. The course is audio-driven and uses multiple voiceover (VO) talent.

Some key features of the course that align to the learning needs and business objectives:

- The course almost simulates the real-life situation for the learners through the emergency call scenarios. This provides the learners with an opportunity of experiential learning.
- There is no direct instruction in the course. The learning happens through the learners' real response to the simulated situations. It functions more as a practice and review tool for the learners.
- The gamification layer engages the learner and motivates the learner to compete with the self in order to gain mastery.
- The feature of making the learner compulsorily go through the key points related to handling gas emergency calls ensures that the learners leave the course knowing the right way to handle calls.
- The media treatment of the course make the course environment realistic and engaging and draws the learner in.
- The course can also double up as performance support tool.

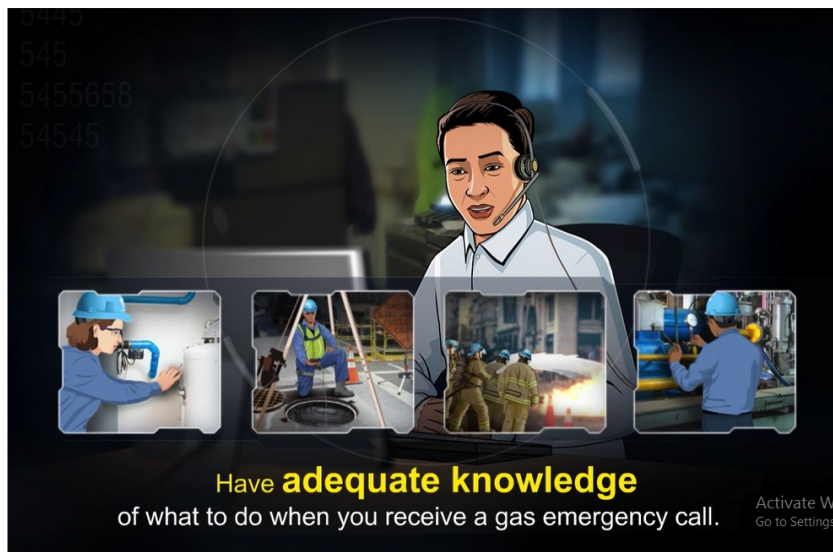
## Screenshots

Figure 1: Program Start Page



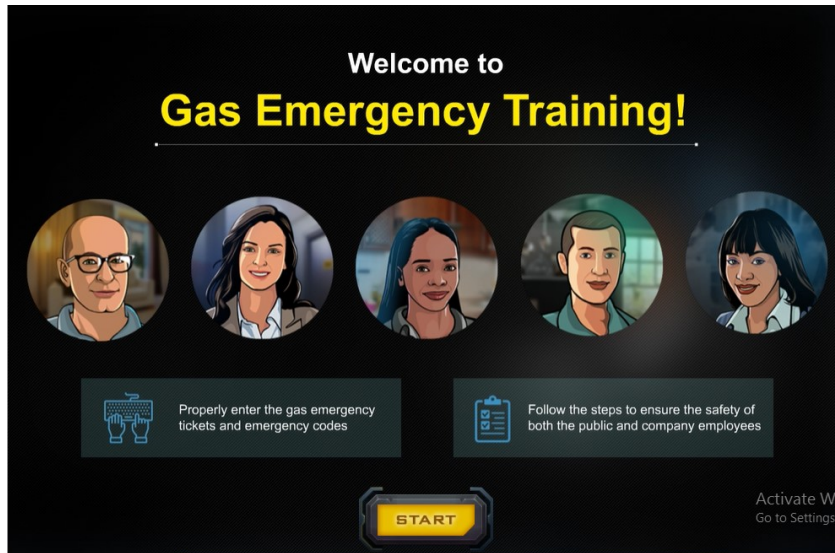
Source: Con Edison

Figure 2: Opening Question



Source: Con Edison

Figure 3: Welcome Page



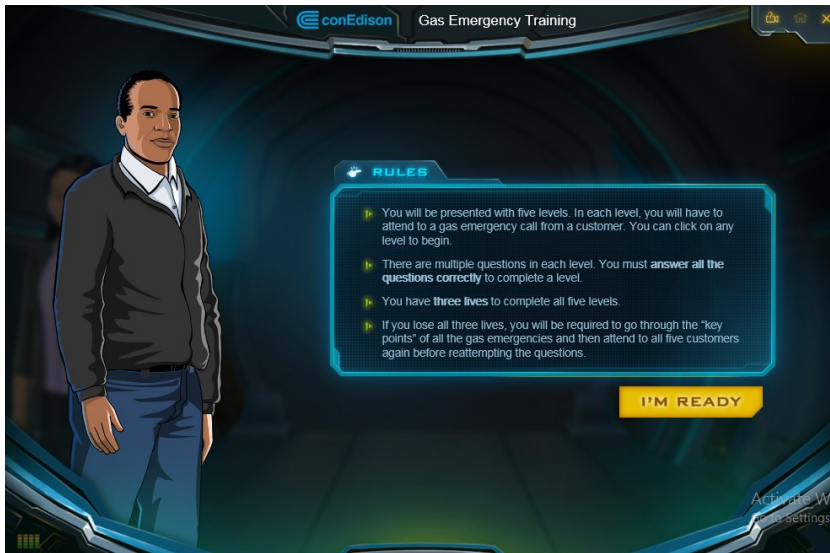
Source: Con Edison

Figure 4: Select an Avatar



Source: Con Edison

Figure 5: Program Rules



Source: Con Edison

Figure 6: Start Training



Source: Con Edison

Figure 7: Phone Call



Source: Con Edison

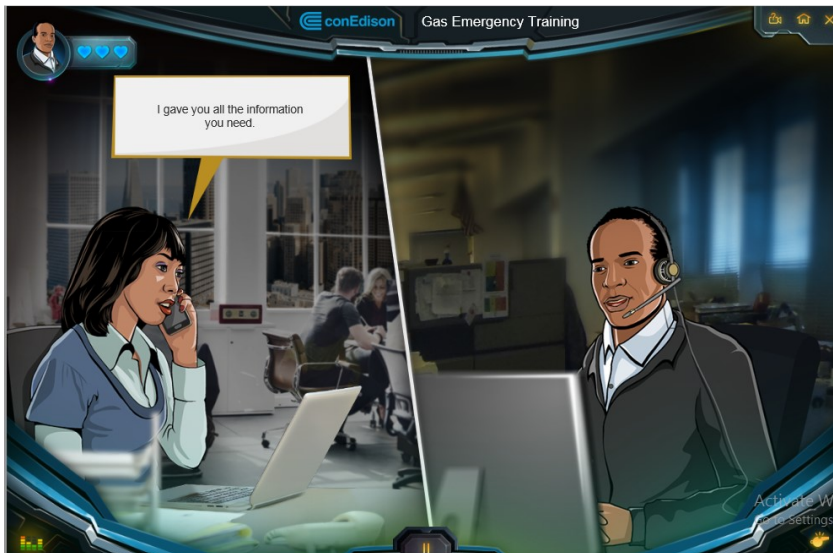
Figure 8: Gas Emergency Training 1



Source: Con Edison

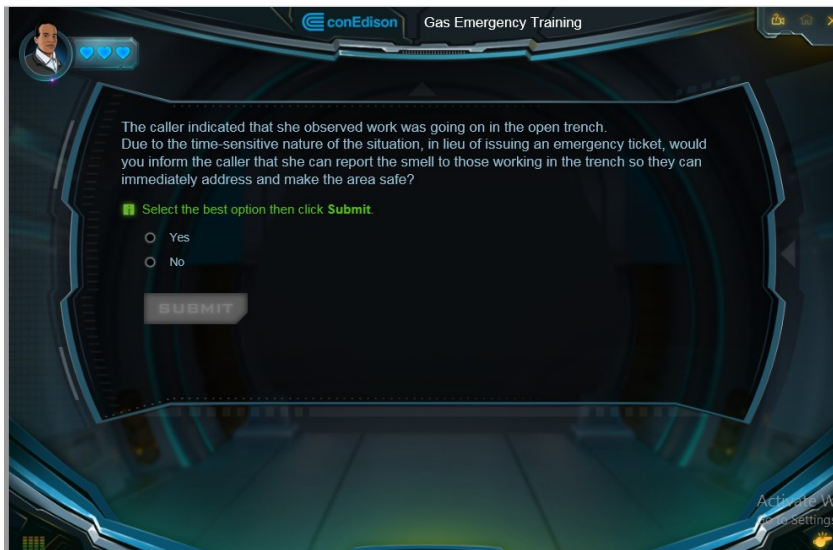


Figure 9: Gas Emergency Training 2



Source: Con Edison

Figure 10: How to Handle the Emergency



Source: Con Edison

Figure 11: Handling the Emergency



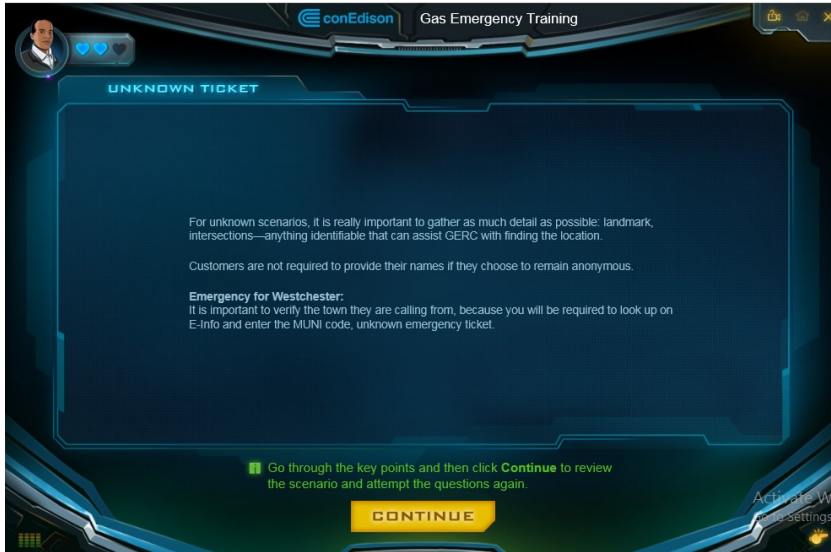
Source: Con Edison

Figure 12: Level Failed



Source: Con Edison

Figure 13: Unknown Scenerios



Source: Con Edison

## Overall

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This course was well received and has served as template for creating future gamified projects.



## About Brandon Hall Group

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Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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