



Case Study

From Classroom to Real World Success

Assima Bridged Skill Gap for
New Hire Graduates at The
World's Largest Retail Chain





Challenge

The client, World's Largest Retail Chain, operate a vast network of stores around the world. To train the contact center, they mostly rely on self-paced and instruction-led training modules. While these modules were effective in delivering fundamental learning, they fell short in imparting new hire graduates with practical exposure through hands-on stimulation for practicing the systems the company uses daily.

There is always a disconnect between classroom learning and real-world job expectations, and due to this conventional model, it is amplified. New hire graduates had difficulty implementing and executing their learnings and knowledge on the job, consequently leading to challenges. This became a critical pain point for the company, compelling them to look out for a training platform that equips employees with immersive knowledge and allows them to experience the system firsthand through stimulation, before entering live operations. After exploring multiple platforms, and after a thorough evaluation, the company selected Assima as the solution, considering its ability to create a realistic simulation while still being easily scalable and affordable.

Solution

The company aimed to bridge the gap between classroom learning and on-the-job performance for new hire graduates to standardize their performance while improving productivity. Assima's system training platform delivers practical experience and knowledge with its hyper-realistic stimulations, leading the company to opt for it.

The platform provided the learners with realistic stimulations of their system, which enabled them to interact freely with the system and learn effectively by performing tasks in real-time, in a safe environment. Additionally, the company used the customization features of the system to integrate its branding and tailor feedback wording and field names. Furthermore, they were able to integrate training methodologies with specific job roles and responsibilities, seamlessly into the Assima system, experiencing significant time savings on lesson maintenance and refreshes.



Throughout the implementation process, there were collaborative efforts with Assima, leading to the development of a robust and viable training solution that effectively prepared new hires for optimized work performance.

Results

Since the implementation of the Assima Train Platform improvements in learning outcomes and skill development have been observed. The system's ability to replicate real-world training environments equipped the new hire graduates with the required practical exposure, empowering them to tackle on-the-job challenges with greater efficiency and accuracy. This hands-on experience has boosted employees' confidence, resulting in optimal productivity. Furthermore, by utilizing editable clone features, the company managed to reduce the time and effort that goes into updating training materials.

Moving forward, the company now plans to expand this stimulation training to additional teams and software and additionally, elevating the experience by adding audio (the voice of a moderator and a customer) and video elements.





We make your employees better, faster



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