

Landen Consulting Case Study: Training Design & Development, Performance Support Strategy, Process Design, Compliance

The Challenge:

The client's marketing & business development operations were significantly affected by the FCC's (Federal Communication Commission's) announcement of the new National Do Not Call Registry that was to be implemented in October 2003, which was to be occurring only a few weeks after Landen Consulting was brought onto the project. Client had significant exposure due to its high volume of telemarketing activity, and estimated that due to the fines potentially at stake, its potential compliance exposure was possibly in the billions of dollars.

The challenge: Develop training materials to fulfill FTC requirements and certify that all of client's outbound telemarketing staff (45,000+) understand the key requirements of the National Do Not Call Registry, and ensure that this occurs before the government's implementation date. Additionally, provide additional on-the-job performance support tools to help telemarketing staff integrate and comply with the new regulations.

The Solution:

To meet the government's immediate legal requirements, we worked with the client's legal department and cross-functional business team to define the education strategy and validation/certification strategy that would be used to meet the short-term deadline.

To meet the deadline, we rapidly developed a web-based training course and a corresponding assessment/validation. We then worked with the client's various business units to develop an implementation, validation, and follow-up plan to ensure that all required departments and audiences had made appropriate arrangements to get their users trained before the government's implementation date.

Once the immediate legal deadline had been met, we worked with the client to analyze the Do Not Call requirements and how they impacted the client's existing telemarketing processes, and then designed and developed a comprehensive set of performance support tools to help end-users integrate Do Not Call requirements into day-to-day business processes.

The on-the-job tools included scripts, job aids, an instructional video, online process tools and templates, reference guides, an online website/resource directory, and more.

To further ensure compliance with FCC requirements, our consultants helped the management team redesign and add additional rigor to their existing Complaint Handling process in order to properly handle Do Not Call-related complaints. The updated process includes tracking and audit capability, systematic feedback loops, documented accountabilities & escalation/handoff points, and thorough documentation & training materials.

The Results:

By the time the implementation date arrived, the client had achieved a 99%+ completion/pass-rate for the course & assessment, which far surpassed the client's business and legal expectations. In addition, since the National Do Not Call Registry went live, the client has experienced an extremely high compliance rate.

For More Information:

For more information on the services available from Landen Consulting, call us at 847.604.8697, or visit us at www.landenconsulting.com.