

# CHARTER COMMUNICATIONS CASE STUDY

2019-2020

## AGENT TRAINING ACADEMY (ATA)

### OVERVIEW

Charter Communications, Inc., an American telecommunications and mass media company, employs customer service agents (reps) in call centers across the US. These agents must attend 4 weeks of instructor-led training when hired.

### PROBLEM STATEMENT

Instructors used the actual production environment for hands-on training sessions. Training sessions were frequently disrupted by environment issues forcing the instructor to 'talk through' or agents having to switch to a hands-off learning module.

### USERS & AUDIENCE

The ATA would be used by agents and instructors during the initial 4 week training session and by agents any time they needed a knowledge refresh or new features were added to the production system.

### ROLES & RESPONSIBILITIES

The ATA Team consisted of 1 project manager, 1 BA, 1 product designer, and 4 developers. I served as the product designer.

### SCOPE & CONSTRAINTS

The tight budget did not allow for any senior developers. The 4 developers were early career which caused development to run a bit slower than usual. It was also sometimes difficult to illicit requirements from instructors.

### PROCESS

As the product designer, I conducted research, such as interviews with agents and instructors, observed training sessions, created prototypes, conducted usability testing with instructors and agents and created the product design guide.

### OUTCOMES

The ATA is now being used by instructors and agents in every Charter call center. Using the ATA has eliminated disruptions caused by using the production system and created a better experience for instructors and agents.