

## Customer Service E-Learning for Bata International

Bata International is one of the world's widest reaching companies, with operations in 68 different countries. Bata companies strive to listen to the customers in their local markets and clearly identify their footwear needs, and then to provide products that exceed their customers' expectations in terms of quality, style and value.

As a part of its continued commitment to service, Bata wanted to make its existing 5 Step Customer Service Program available online to all Bata store personnel. The original program existed only in paper format as a simple 10-page booklet with text, icons for each step, and exercises.

### Challenge

In this first ever e-Learning initiative, the challenge for Bata was to repurpose the course for online delivery in a way that would support international users at all levels of computer literacy and expertise and with varying types of Internet access (from dial-up to high speed). To be able to demonstrate the value of e-Learning by tracking online learner progress via bookmarking and pre- and post-test scores was also of great importance to Bata.

### Solution

Bata partnered with Prospero to adapt the 5-Step Customer Service Program to an online format. We designed and developed a 2.5 hour, scenario-based e-Learning course in English and Spanish using Macromedia Flash that energizes and motivates learners. Using the best practices in e-Learning design, we ensured that the experience would be interactive and visually compelling for the learner, holding their interest and maintaining "stickiness" in terms of knowledge retention and transfer to the job

Throughout the course, learners are immersed in a variety of simulated Bata stores where they must apply what they have learned about the 5 Step Customer Service Program to greet various customers and be successful in selling them merchandise. The program provides feedback for learners' correct and incorrect responses and awards points for success. Simulation points and pre-test and post-test scores are sent to an online database Prospero has



built so that Bata can monitor the effectiveness of the program for individuals and stores in various countries. The new online 5-Step Customer Service Program promises to lead to a more productive sales force and increased customer satisfaction.

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