

Global Sales Attendant Blended Learning – ExxonMobil

ExxonMobil, ranked first on the Fortune 500, is an industry leader in almost every aspect of the energy and petrochemical business.

Challenge

ExxonMobil wanted to improve training efficiency and effectiveness by applying global standards to its methodology and materials. Training for new Sales and Pump Attendants in the Retail Fuels Marketing division was chosen to be the first global initiative. ExxonMobil wants every customer to receive the same customer experience at any ExxonMobil station anywhere in the world. Increasing the focus on customers, decreasing the turnover rate, reducing the costs associated with making a new hire competent, and allowing for regional differences in the training were additional motives for updating the Sales Associate training.

ExxonMobil approached Prospero to design a training solution that would be adopted by the organization globally as a mandatory requirement for the New Associates in company owned and operated sites, and as a recommended program for dealer-type operations. The solution would have to be easy to implement by site managers and be sustainable. ExxonMobil also requested a complete toolkit utilizing “best-in-class” training media.

Solution

Prospero is providing an integrated solution consisting of 11 modules varying in length from 45 minutes to two hours. Subjects include Safety, Security, Customer Service, Food Services, Console Operations, Product Knowledge, Merchandising, and Deliveries. Our solution is both CD and web-based for generic content, and paper-based for regional content.

Prospero’s program is proving successful for several reasons:

- As performance-based learning that is linked to job performance, it ensures best practices are implemented.
- It promotes the transfer of skills and knowledge on the job by using relevant, real-world scenarios
- The structure is modular to accommodate different audience needs and time requirements
- It is a self-directed program supported by learning tools, materials and coaching activities from the site manager.
- Coaching and performance support tools are provided when and where warranted
- Given the turnover rate for Sales Associates and Pump Attendants, the solution is relatively inexpensive and time-effective.
- It is ensuring that new hires are competent to deal with customers
- Managers are finding it easy to implement, administer, and track



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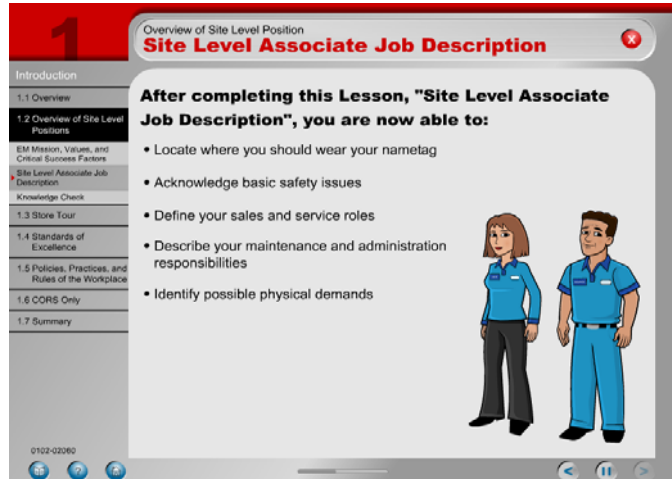
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The instructional strategy Prospero applied is a scenario-based and problem-based approach that uses real-world examples and exercises to prepare learners for the job they will be performing. The learning is very interactive and hands-on.

The web-based training is facilitated by four animated characters:

- George - The manager/facilitator
- Lucy – The new Sales Attendant
- John - The experienced veteran
- Driver Dave – ExxonMobil guide

There is a heavy use of audio narration to facilitate learning and understanding as many learners first tongue is not English. Eventually the training will be converted into many different languages.



Below are some employee and management quotes given during the pilot of the first couple of modules:

Management Quotations

- “I even learned how to explain a concept better”
- “I learned something myself”
- “Fully met and exceeded expectations”
- “Liked the interactivity and the learning process”
- “Much better than current system”
- “This is a useful course for all employees – new or old”
- “Can easily see how it will save time in training and preparation for it”
- “Very impressed”

Employee Quotations

- “I learned something new even after 5 years”
- “Interesting and easy to understand”
- “Very clever, I have never seen anything like this”
- “The characters seemed like ExxonMobil “family”
- “Good mix of people”
- “Liked the testing to review what I had learned”
- “This method is way better than a workbook”