

E-Learning Courseware for Financial Services – RBC

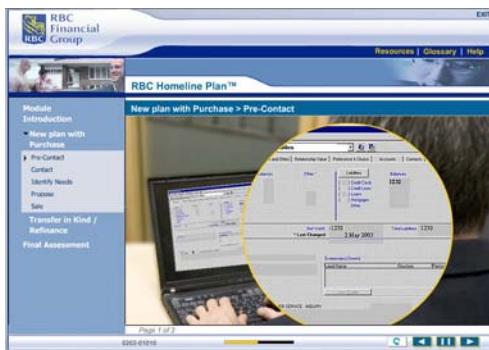
Royal Bank of Canada (RBC) is Canada's largest bank and one of North America's leading diversified financial services companies. RBC employs over 60,000 people serving more than 14 million personal, business and public sector clients throughout North America, and some 30 countries around the world. With a domestic delivery network that includes 1,433 branches and other units, and 3,999 banking machines, RBC ranks first or second in Canada in most retail products, including mortgages and deposits.

Challenge

RBC's challenge is to provide existing and new-to-role lenders with the foundational knowledge and skills required to process Mortgage Renewals, and to sell, fulfill, and maintain a RBC Homeline Plan™ —while enhancing the customer experience.

Solution

RBC chose Prospero to design and develop three web-based courses that transfer to lenders the skills and product knowledge required to renew, sell, and fulfill personal mortgages by following the process from end-to-end, including modeling RBC's desired behavior. These e-Learning courses became part of the Personal Market Credit Program and were delivered on RBC's existing LMS and its new RBC Campus (Plateau LMS) in 2006.



All three courses are scenario-based and interactive, and were produced in both English and French. Not only do they transfer the requisite process and product knowledge to new lenders, but they also prepare these employees for the application of their new skills via real-world scenarios and software simulations.

Prospero's scenarios and simulations combine carefully researched and detailed case studies with well-scripted audio narration and client-banker conversations. Learners observe the desired behaviour and then demonstrate their mastery of the material and

model the prescribed behavior through a variety of interactive role plays and questions. By these means, learners enjoy their training, remember what they learned, and can apply their newly-acquired knowledge and skills on the job.

With Prospero's self-paced, web-based simulations, employees feel like they are experiencing the "real thing" and become confident about their upcoming interactions with clients to sell and process selected mortgage types and options.