

Customer Service E-Learning for RBC Royal Bank

Royal Bank (RBC) is Canada’s largest bank and one of North America’s leading diversified financial services companies. RBC provides personal and commercial banking, wealth management services, insurance, corporate and investment banking and transaction processing services on a global basis. RBC employs approximately 69,000 people who serve more than 14 million personal, business and public sector clients throughout offices in North America and some 30 countries around the world.

The Challenge

As part of its ongoing and continued commitment to customer service RBC has been implementing a new training program focused on improving the Client Experience. RBC wants employees to focus on how the branch looks as well as excelling at communication with clients — “Everything the Client Sees, Hears, Feels, and Says” has become the touchstone. RBC’s challenge was how to deliver that message, and the skills to go with it, to thousands of branch employees? And how to make sure that Branch Managers know how to coach their employees in the Client Experience?

The Solution

RBC selected Prospero Learning Solutions to develop two 1-hour e-learning courses that would help RBC to deliver on the challenges outlined above. We created an e-learning course for branch employees that was engaging for employees and focused their attention on the 4 aspects of the Client Experience and what they could do to improve it. We also developed an e-learning course for managers to help them to coach their employees.

The employee course, “Living the Client Experience” was unique in several ways. Graphically, it was a significant departure from the formal training approach typically taken; instead, a good deal of the information presentation occurs in a coffee shop. Second, it was conversational. There were five characters in each course. In the picture at right, four RBC customers are talking about excellent (and not so excellent) Client Experiences they have had. The course objectives were even written from the Client perspective, not the employee perspective. There was also an exercise in the section of “Everything the Client Sees” in which the employee clicked on various untidy areas in a branch to tidy up.



The Manager’s course focused on integrating the Client Experience into daily, weekly, and monthly routines instead of positioning it as extra work. Coaching scenarios were included between the Manager and her team members.

Both courses included extensive use of audio, frequent use of an on-line Learning Journal to record their thoughts about specific situations for later discussion, and various references and links to other documents and websites. These courses were deployed under RBC “Campus”, an implementation of the Plateau LMS in both English and French languages, and were fully accessible for people with auditory and visual impairments.

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