

THREE SYSTEMS TRAINING CASE STUDIES



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Case Study 1: Structured Products Training

The Ask

Our client, a leading multinational investment bank and financial services firm, wanted to create a client facing Structured Products Portal (SPP) that would be used by Registered Investment Advisors and Financial Advisors within their client companies. From a learning perspective, RIAs and FAs with different experience levels required different levels of foundational knowledge as well as context-specific information to be able to describe, select and trade our client's products. Understanding these users, anticipating their regulatory and fiduciary obligations to clients related to structured products, and providing a tailored yet complete learning experience was a key enabler to our Client's goal, which was to broaden distribution of structured products.

Intuition was well positioned to assist, given our vast industry knowledge and considerable experience developing training on financial products, as well as integrating with our client's technology platforms or partnerships that are already in place.

Our Solution

To solve for this need, Intuition proposed creating a suite of 50+ explainer videos covering the basics of structured investments, along with the specific detailed examples and information about each product type, delivered via an all-encompassing portal. Intuition proposed to partner with our Client and their website development partner to create a **blended learning solution** for the SPP that included:

- A three-part **Learning Needs Analysis**, resulting in:
 - Completed **Learner Profiles** for RIAs and FAs, detailing their range of experience and likely prior knowledge of structured products, as well as desired performance outcomes from a regulatory and fiduciary perspective.
 - A **Learning Blueprint** for all content that mapped out advisors' workflow related to structured products, assigning a value to process steps, and identifying required skills and supporting knowledge for each process deemed critical. The Learning Blueprint ensured that high risk failure points were both identified and addressed with the right type of learning delivery [e.g., job aid, video, simulation, etc.].
 - A **High-Level Design (HLD)** for each content area to identify specific topics, objectives, duration and sequence aligned to requirements for RIA and FA users of the SPP. The High-Level Design established the foundation for more detailed outlining and storyboarding of the digital learning content.
- A series of short, engaging **"quick hit" digital content modules** to assist advisors with key points to remember in the flow of work with structured products, or as lead-in and navigational help to more detailed information on specific topics related to structured products.
- A sequence of **eLearning modules** that explain in-depth the types of structures and product groupings available to advisors who are "leveling up or across" to use structured products with clients.
- Context or content-specific **interactive simulations** to allow advisors to test out of generic product types in portfolio allocations or to be used as application exercises following specific learning content.
- An engaging **pre-test** and **post-test** approach to provide both advisors and home office supervisory personnel with valuable data on knowledge and readiness. [E.g. "confidence meter" as pre-test and regular assessments for post-test].
- Highly visual **job aids** or **infographics** embedded as context-specific process assistance in the flow of work or as efficient summaries of in-depth material for later reference.

The objective of Intuition's solution was to ensure that all program components were fully blended to build advisors' confidence in evaluating structured products for use by retail investors. We aimed to provide advisors with a complete learning experience that resulted in three key areas of knowledge:

- Knowledge of structured product types and characteristics, how they function, as well as features that impact their performance and risk.
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- Knowledge of investors' objectives, challenges, and how portfolio allocation strategies with structured products are matched to these.
- Knowledge of the regulatory and fiduciary context for structured products that applies to RIAs and FAs as they offer or recommend these products to clients.

Case Study 2: Password Vaulting Systems Training

The Ask

Our client, a multinational insurance company wanted to create a course based on a new password vaulting system they've put in place to reduce risk firm wide. This course was previously taught in the classroom and they found that it was not scalable and instead wanted to provide an ad-hoc piece learners could find on the LMS. For this training, learners needed know 3 specific actions for the system: Logging in; Checking a password out; and Checking a password back in. Our client wanted to ensure that the course started out with a hearts and minds type of piece upfront to show learners why this is important to them and how this system can actually protect them and the company as a whole.

Our Solution

Our learning strategy was to focus on *learn by doing* with the learner in the driver's seat, where the learner has an opportunity to explore the process for completing required tasks in the system in a visually realistic and interactive environment. To this end, our learning approach employed three main strategies:

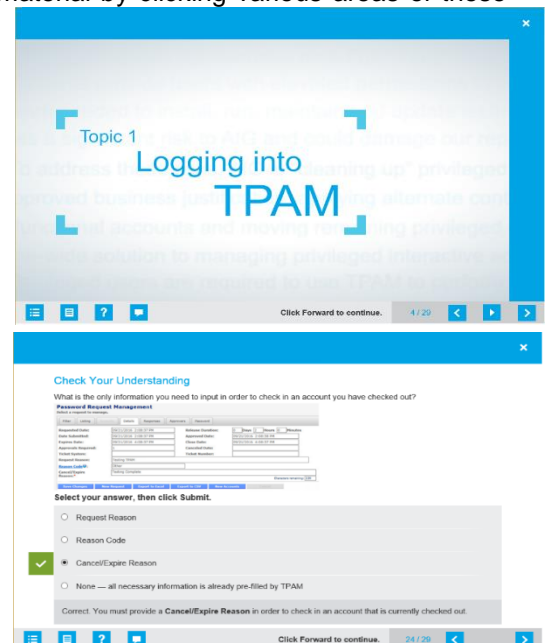
1. Engaging learners — through interactive screens and provoking questioning
2. Making it memorable — using enticing visuals and use of informal conversational tone
3. Keeping it real — connecting the training to the system environment in a realistic manner



Using practice activities, enticing visuals, and simulation-inspired interactions, learners were actively engaged in a motivating learning experience. Given the nature of the content (the need to carry out specific tasks using a computer based application), we proposed that the eLearning could effectively accomplish this goal by incorporating a "simulation-inspired" treatment, whereby the learner is presented with screen shots that closely mimic the system environment in a realistic way. Learners were also given the opportunity to interact with the material by clicking various areas of these screen shots for descriptions to see resulting actions in the real system environment.

In keeping with this approach, the course was also "peppered" with several reflective questions to allow the learner to test recall of new information and confirm understanding of the key takeaways in a given section. Material was presented in reasonable "chunks" so as not to overwhelm learners and these testing opportunities ensured that learners focused on key points one section at a time. Learners confirmed their understanding and reviewed previously covered materials at will before moving on, if required. A set of challenging assessment questions at the conclusion of the course also allowed learners to confirm that they had achieved the learning outcomes. The final course enables learners to:

- Outline the steps you must follow to log into the system
- Identify how to check out a password using the system
- List the steps involved in retrieving a password that has already been checked out
- Summarize how to check in a password
- Outline the steps you must follow to log out of the system



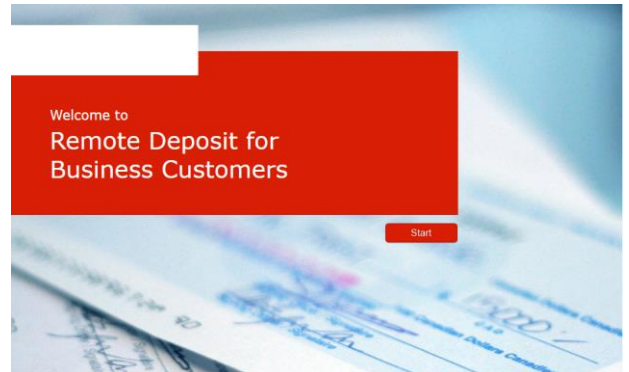
Case Study 3: Role Based Systems Training

The Ask

Our client, a Canadian multinational bank, wanted to develop 3 courses based on a new system they were rolling out across all bank channels – Remote Deposit Capture (RDC). RDC is a process of distributed check capture whereby an image of a check is created and transmitted to the Bank for processing, in lieu of the original item. Offering this service was meant to improve the overall customer experience and reduce operating costs and time required to process checks for the bank.

The request was to create 3 different training modules based on the specific role of the learners, creating a Role-Based curriculum for the following 3 areas of the business:

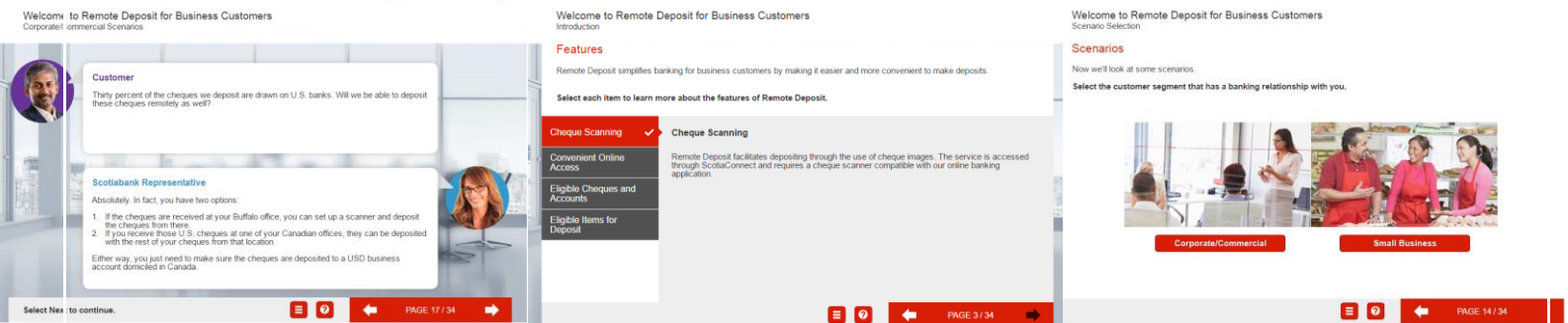
1. **Mobile RDC:** Personal/Small Business customers use a mobile phone app to create an image of the front and back of the item and submit via mobile banking app
2. **Business RDC:** Small Business/Corporate/Commercial customers capture check images using a specialized scanner and upload images for processing.
3. **Branch RDC:** Check images are captured in-branch using specialized scanners and transmitted for processing. Both front counter (teller) and back counter solutions are available.



Our Approach

Intuition incorporated both the functional and behavioral context of the training into each piece, with functional showcasing the specifics of the system and how it works for each LOB, and the behavioral piece showcasing the ways to speak to their clients and the benefits of moving to RDC for the customer, employees and the bank itself. The functional training needed to impart competence to use the scanner and system application, incorporating tips and best practices. The learners were then be able to utilize the scanner, understand integration with the transaction processing software and recognize error handling processes. Scenarios were used to illustrate how learners support customer adoption of the new technology. These scenarios were specific to the needs of each audience group impacted in each of the channels, which has already been identified in collaboration with key stakeholders.

Our approach was designed to provide a response to immediate needs regarding communication and awareness of RDC, answering questions like; 'What is RDC? Why is the bank implementing this new system/process? How does it affect me?', through to longer-term ambitions; 'How do I advise my customers about this new process?' etc.



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