

VIDEO LEARNING

The Turnover Process with Micro-video Nuggets



Challenges

The world of business and the environment of work changed after the breakout of COVID-19. Working from the remote end of the home premises becomes an applicable norm. The practice, however, seems inadequate to sensitise and train the employees about people's behaviour, customer dealings, and grooming and bank's etiquette.

Earlier, the client used to conduct 1-2 days of workshop at its location / branches with the aid of facilitators or senior colleagues. We understand, soft-skills (especially grooming and etiquette) training involve certain unspoken activities – like, hand gestures, eye expression, etc., which cannot be conveyed aptly through images or design.

Therefore, we decided to create dramatized video with real actors into an animated / simulated scenario. The actors enact the situations showing the wrong and correct steps to each scenario. However, the real challenge for the Excelsoft Technologies lies with:

- Pre-and-post production of video
- Change mitigation and implementation
- Resource optimisation and communication management



Solutions Highlights

To meet the mentioned challenges, we decided to breakdown the entire course into number of topics, i.e., host of small micro-learning units. The units are further segregated into three categories:

- Inside Bank
- Banker meeting clients outdoor
- Banker in a home setup

Each category includes a set of four interlinked scenarios. Thus, the scenarios are written around same set of 3-4 actor / characters. Thus, we wrap-up the shooting within 3-business days with a new group of actors on each day.

Each group was scheduled / booked for a day. They enact all the scenarios (which are interlinked) within the timeframe. This helps us maintain an easy narrative flow and business continuity. In addition, as the set of scenarios is split into three categories, any change (during or post-shooting) the impact is limited to only a subset or cluster of units and not the entire set of units.



Results

Due to the desired approach and the format of the training program, the client was able to conduct training successfully to all its new and remotely located employees at various branches across the country. The video series, not limited to grooming and etiquette training of the employees also provide an understanding of how a process works in an organisation. Almost 73.8% of the new recruits (during the COVID and post-pandemic phase) feel that the video series are more helpful than having a 1-2 day of workshop. Overall:

Cost of Training	-47%
Dependence on External Agency or Facilitator	-100%
Content Reusability	+19%
Working Standards and Employee Responsiveness	+17%

About the Client

The client, one of the leading banking and financial services companies in India has been designing and offering elearning courses for its workforce in order to help them meet all their training, learning and development needs. The objective is to ensure access, reach, scalability and flexibility of learning across the organization.



Testimonials

“The short video series are an amazing tool — we're getting employees to continually engage in learning to allow that retention. And it allows us to measure where the knowledge gaps are immediately.”

— Amit Bansal, Banker

“This course is great! I am so impressed by HDFC Video Series CX Skills Course that I am unable to put appropriate words to describe my experience. The engrossing and light-hearted case scenarios turn into moving course are enriching and relatable—and make sense for a bank!! Thank you — and the team for the hard work. It is overwhelming to know how they visually and creatively used the sequence of events for our easy understanding.”

— Jyotika, B. Banker



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