



As seen in the April 2007 issue of:

**CallCenter**  
TECHNOLOGIES, SERVICES AND STRATEGIES FOR CONTACT CENTERS

## The e-Learning Market

**W**hat is e-learning for, anyway? It's not for replacing your regular training regimen. e-Learning is about staying ahead of individual agent training issues. It's about efficiency and learning from agents' less successful calls. It's about taking advantage of downtime and using call recordings and call evaluations to help agents do their jobs better. It's also about keeping agents informed of new equipment, new methods and customer promotions. **David DiStefano, CEO of Philadelphia-based Richardson** told us that in a sales environment, e-learning is perfect for teaching agents about the products they'll be selling, and for giving them cross-selling and upselling tips.

Richardson focuses their offerings on call center sales situations. Richardson works with call centers to create training in instructor-led and e-learning delivery modes; they can also blend the two. The *eLearning QuickSkills™* web-based library of courses has something for sales agents and sales managers. The courses include simulations.