

Microlearning for Financial Services: Improve Customer Satisfaction and Loyalty

Ensure Advisors and Agents are Customer-Ready with Minutes-a-Day Learning Reinforcement

Financial services continue to go through heavy regulatory reform because of fintech, online financial investment vehicles, and investor protection. With so much innovation challenging the traditional brick and mortar banking industry, competition is at an all time high when it comes to attracting new customers and growing their portfolio.

Today, financial services providers are moving towards personalization of products and services to gain a competitive advantage. Since branch staff, advisors, agent networks, and customer service agents are at the frontline of your business, the right training and support will develop them into trusted advisors who keep your customers coming back for all their financial needs.



FINANCIAL SERVICES TRAINING CHALLENGES

Training Time is Limited

- ✔ Time is limited to pull tellers, agents, and advisors off the floor away from customer conversations for training
- ✔ Resources are prioritized towards meeting strict service level agreements (SLAs) and sales targets leaving little time for training
- ✔ Customer escalations and day-to-day tasks take away managers' time from training and coaching their team
- ✔ Onboarding new employees or agents to be "service ready" risks information overload in a short period and a quick decay of knowledge

Service Compliance is a Must

- ✔ Errors or non-compliance are simply not acceptable if financial services firms are to mitigate risk, protect investors and avoid financial penalties
- ✔ Products and services portfolios are extensive, each requiring specific compliance procedures
- ✔ Regulators want proof of a continuous compliance culture across all banking processes
- ✔ Regulators have a zero-tolerance policy on financial service providers to prove that employees have the knowledge and proficiency to be compliant (KYC, risk profiling, etc.)

No Proof of Learning Impact

- ✔ Classroom training or eLearning modules don't prove that learners have mastered the information they need to perform
- ✔ Financial services are still tracking activity-based metrics which are lagging indicators of performance rather than leading indicators such as proficiency
- ✔ Management has no visibility into individual knowledge and skills to guide coaching
- ✔ Learning goals and content topics don't always link to performance metrics to show which learning is driving the right behaviors

Learning leaders and managers need to transform their frontline teams to be agile and customer ready. So, how can they provide a fast, fun, and engaging learning experience in a high-demand banking environment?

The answer is Qstream, a precision microlearning application that pushes must-have knowledge and skills training at scale to meet the learning needs of the world's largest banks.

"Out of the gate, our agents had a great response to Qstream. They appreciated the ease of use and the fact that it did not interrupt their day. The spacing dynamics and repetition, even for just the few minutes a day that is required, encouraged the agents to stay with it and that's where the learning happens."

— Matt Garfinkle, Learning and Development Manager, Euler Hermes

QSTREAM BENEFITS FOR FINANCIAL SERVICES TRAINING PROGRAMS

Preparing Agents to be Customer Ready

- ✔ Reduce time to minimum proficiency when onboarding new advisors and agents
- ✔ Provide continuous training and reinforcement in the daily workflow to keep agents and advisors agile and armed with the most up-to-date knowledge they need to provide quality customer service
- ✔ Scale training programs across branches nationally or globally for a consistent customer experience

Reduce Training Time and Cost

- ✔ Decrease time away from customers with minutes-a-day learning
- ✔ Focus on reinforcing the most critical knowledge, skills and behaviors to improve customer experiences, revenue and compliance
- ✔ Engage agents and advisors with constant professional development to reduce turnover rates and hiring costs

Identify Knowledge Gaps to Prevent Errors

- ✔ Discover knowledge and skill gaps that need to be addressed to inform further training at an individual, team or group level
- ✔ Enable frontline managers or team leaders with guided coaching recommendations for each advisor or agent
- ✔ Use proficiency and engagement metrics as leading indicators of performance readiness



TRAINING REINFORCEMENT PROVEN TO WORK FOR ALL FINANCIAL SERVICES EMPLOYEES

Branch Employees

Financial Advisors

Direct Sales Agents

Channel Sales Agents

Customer Service Centers

ACROSS ALL FINANCIAL PRODUCTS AND SERVICES

Retail Banking

Wealth Management

Credit and Lending

Insurance

Brokerage and Investment

TRAINING REINFORCEMENT FOR HARD AND SOFT SKILLS

Service

- ✔ Customer skills
- ✔ Sales skills
- ✔ Objection and complaint handling
- ✔ Service standards

Product

- ✔ Product portfolio knowledge
- ✔ Product pricing and fees
- ✔ Application procedures
- ✔ Risk profiling

Corporate

- ✔ Brand message
- ✔ Code of conduct
- ✔ Diversity and inclusion
- ✔ HR procedures

Compliance

- ✔ Compliance procedures
- ✔ Process change
- ✔ Regulation (KYC, AML, GDPR, etc.)
- ✔ Financial crime

MICROLEARNING THAT IS PROVEN BY SCIENCE AND IN PRACTICE

Make It Easy



Break training content into learner friendly, bite-sized, scenario based challenges

Make It Stick



Use a proven methodology to improve knowledge, advance skills and change on-the-job behavior

Make It Mobile



Reduce training costs, condense training time and engage remote workers

Make It Engaging



Keep learners engaged with game mechanics, peer socialization and personalized coaching

Make It Measurable

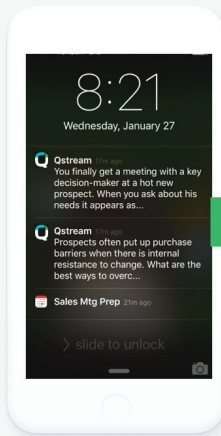


Use proficiency as a measure for ROI and identify gaps to inform further training initiatives

LEARNING IN THE FLOW OF WORK

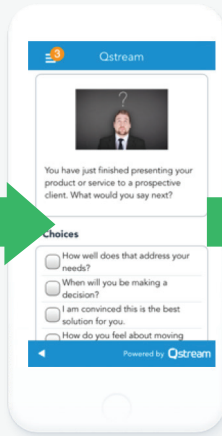
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Push Notification



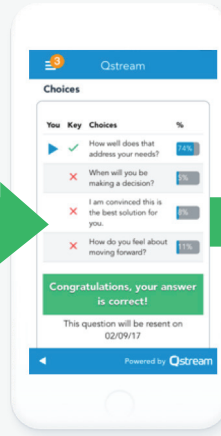
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Precision Scenario



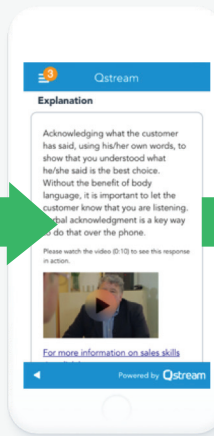
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Immediate Feedback



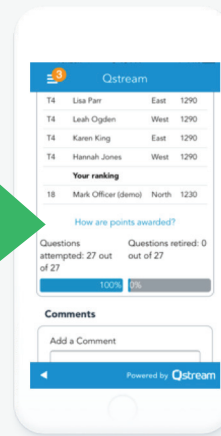
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Micro-explanation



5

Peer Engagement



ANALYZE FINANCIAL SERVICES TRAINING IMPACT

Proficiency Heatmaps Pinpoint Knowledge Gaps

Initial Proficiency

Topic	Team One	Team Two	Average by Topic
Code of Conduct and Compliance	51%	61%	56%
Product and Technical Knowledge	62%	54%	58%
Objection and Complaint Handling	52%	70%	61%
Sales Skills	66%	76%	71%
Customer Empathy	84%	72%	78%
Average by Geography	63%	67%	

Current Proficiency

Topic	Team One	Team Two	Average by Topic
Code of Conduct and Compliance	68%	70%	69%
Product and Technical Knowledge	76%	64%	70%
Objection and Complaint Handling	72%	86%	79%
Sales Skills	82%	86%	84%
Customer Empathy	100%	85%	93%
Average by Geography	80%	78%	

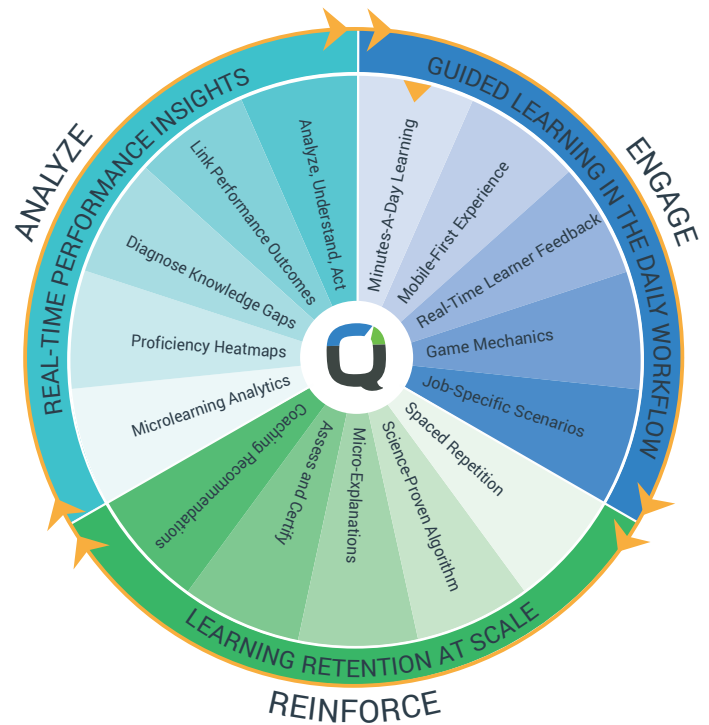
- ✓ Reveal gaps correlated to performance for precision coaching opportunities
- ✓ Identify knowledge gaps in specific topics and by geographies/sites
- ✓ Evidence-based learning and improvement

THE QSTREAM LEARNING LOOP

ENGAGE learners in professional development that is job-relevant and builds the knowledge, skills and behaviors they need to succeed.

REINFORCE the must-have knowledge and skills that employees need to perform at their best, and ones that management cannot afford for them to forget.

ANALYZE engagement levels and proficiency of key learning topics to help identify areas of strength and weakness for a real-time view of performance readiness.



Euler Hermes Gets Sales Team Up to Speed on New Business Process Faster with Qstream

Customer Story

“Qstream was clearly useful in driving learning, but it also helped us to understand the efficacy of our training.”

— Matt Garfinkle, Learning and Development Manager, Euler Hermes

QSTREAM IN NUMBERS

17%

average proficiency improvement

93%

average engagement

600+

customers

50m+

questions answered

Used By

2

of the top 3 credit card providers

20+

leading financial service firms

17

of the top 20 global pharma companies

5

of the top 7 medtech companies



ABOUT QSTREAM

Qstream is a microlearning solution proven by science and in practice to boost learner performance at scale through engagement, reinforcement and analytics. 600+ global enterprises rely on Qstream to achieve 93% learner engagement, increase proficiency, and expose a real-time view of their organizations' performance readiness.

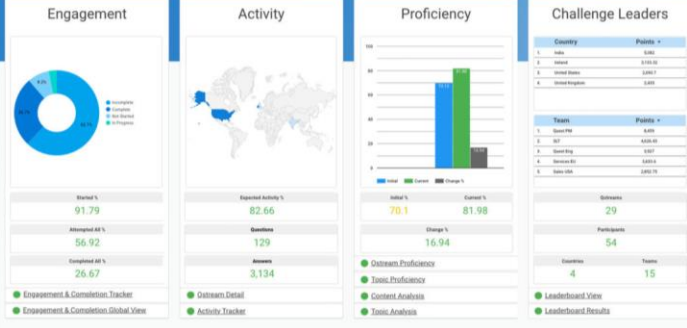
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Making People Better at What They Do.



Qstream Real Time Performance Dashboard - Qstream



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