

Improving Compliance and Knowledge Retention with Microlearning



While managing millions of customer prescriptions daily, a major retail pharmacy provider began to experience some slippage in prescription fulfillment compliance. The impacts were significant, ranging from financial loss to medication abuse, and in this highly regulated industry, it was simply unacceptable.

CHALLENGES

We were tasked with delivering an interventional learning approach that needed to improve process compliance as well as keep employee interest and attention. Over 95% of the pilot's site team were younger agents, so applying a teaching method that would resonate was paramount.

Our mission also entailed boosting KPI scores. With a client that was on the fence with new learning approaches, we had a lot to prove with our microlearning strategy.

SOLUTIONS

Unlike traditional classroom retraining intervention efforts, which are typically lengthy, microlearning offers short, animated videos focused on client-specific goals. Brief, animated stories assisted agents with understanding the importance of customer verification, and helped close a culture gap to better align with client expectations.

RESULTS

Thanks to the new training method, the pilot site greatly outperformed other internal sites using traditional retraining methods. Its short videos helped agents retain 20% more information while encouraging participation and conversation during training sessions. Moreover, microlearning is cost-effective, minimizing the need for traditional classroom training and ultimately cutting development costs by 50%.

REAL WORLD RESULTS



62% Improvement

in compliance, as compared to other internal sites



The pilot site was outperforming other internal sites

60 Days After Training



Agents can retain up to

20% More Information

using microlearning (as compared to traditional training methods)