CASE STUDY

WEBHELP

Top Talents Academy 2020-21

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Overview

Webhelp is a 50,000 people global leader in Customer Experience.

The project is a company's initiative to internationally distinguish the **Top Talents from the sales teams in three different hubs: Greece, Spain & Czech Republic** and reward them by training them in **key leadership skills**. The 52 participants have the opportunity for personal growth and development as well as being able to lead the areas they have undertaken.
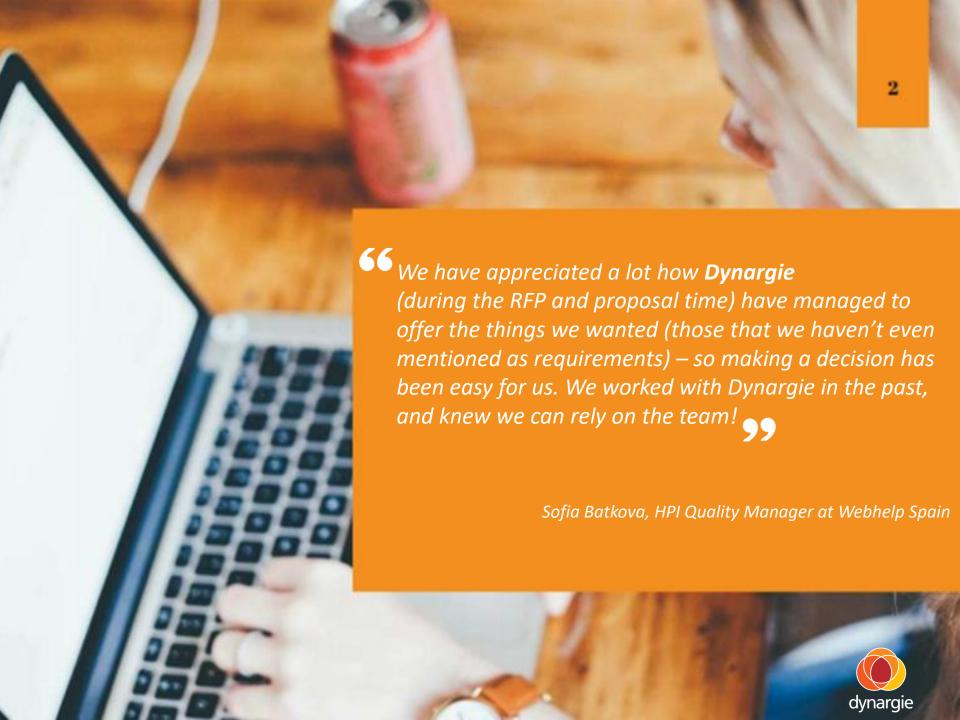
The initiative started in July 2020 and will be completed in February 2021. The 3 main pillars of the training are:
o   Leading people & missions
o   Project management
o   Impactful Presentations

The training is based on **Dynargie's methodology combined with technologically innovative tools**.

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> *We have appreciated a lot how **Dynargie** (during the RFP and proposal time) have managed to offer the things we wanted (those that we haven't even mentioned as requirements) – so making a decision has been easy for us. We worked with Dynargie in the past, and knew we can rely on the team!*

Sofia Batkova, HPI Quality Manager at Webhelp Spain

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Challenges

One of the challenges of the project was to ensure the greatest possible **engagement of the participants**.
For this purpose, a whole **learning journey** was designed with multiple tools that, in addition to gamification, keep people's interest alive.

An additional challenge was to **maximize the use and retention of knowledge**.
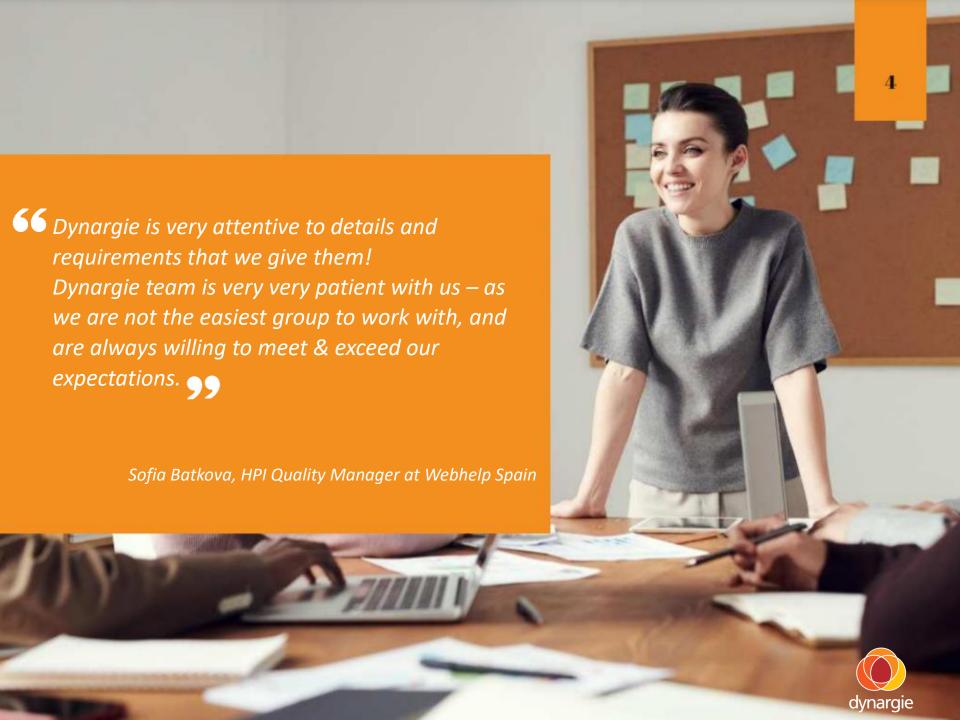**Multiple assignments, activities and tasks** periodically during the Academy constitute the answer to the above challenge.

Another challenge was also to **create an Academy that matches with the culture of the specific team**, which due to its role (Sales), is **highly competitive**, with a passion for results. **Gamification** was the way to enhance the above culture in the best possible way.

Finally, a challenge is the **coherence of a multinational training project** such as this one, where all teams regardless of country must receive the same quality of learning and the same tools. Dynargie's methodology and network in 13 countries around the world allows this to happen easily.

> *Dynargie is very attentive to details and requirements that we give them!*
> *Dynargie team is very very patient with us – as we are not the easiest group to work with, and are always willing to meet & exceed our expectations.*

Sofia Batkova, HPI Quality Manager at Webhelp Spain

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Innovative tools

Gamification: Participants have the opportunity to be members of a **European sports league** in which 3 different countries participate (Greece, Spain, Czech Republic). The game environment is a microsite in which the participants can monitor the scores & winners. This process makes them perform as best as they can in what is assigned to them, making the learning process even more enjoyable.

D Platform: It is a unique tool that enables Dynargie consultants and trainees to **interact not only physically but also digitally 24/7**, to be able to transfer their knowledge anywhere and anytime, exchange views and **create their own development plan** based on their needs.

Leadership Styles Game: It is an **interactive digital competitive game** that helps participants to **better and faster absorb the knowledge gained during the training**. During the game participants face situations, are asked to make decisions, choosing the appropriate leadership style depending on the situation and are rewarded based on the correctness of the decisions they make.

Nano - learning: It is a learning program designed to allow participants to **understand a given topic from the training within ten minutes, through the use of electronic means** and without interaction with a trainer, in order to keep the learning process alive.

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66 *We have had great testimonials from the participants on the content of the program and the trainers from Dynargie! Participants are fascinated with trainers' communication and training skills – we hear about it all the time!* 99

Sofia Batkova,
HPI Quality Manager at Webhelp Spain

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Results & Importance for the participants and the Company

In order for a training program to be successful, 3 basic conditions must be met:

To learn — **To want** — **To apply**

The program satisfies all these 3 conditions as follows:

o It provides specific tools and a participatory way of training (role plays) as well as individualized feedback on various activities.

o The 2nd condition "to want" is achieved through gamification, which leads to the commitment and interest of people to participate in the journey.

o The last condition is achieved through continuous tasks & assignments.

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> **" Overall, Dynargie offers a great structure (that includes trainings, gamifications, assignments and overall coordination) – so we are a client that can focus on our tasks knowing our Top Talents are in good hands! "**
>
> *Sofia Batkova, HPI Quality Manager at Webhelp Spain*

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This mix of experience is what we call

YONDY

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