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Case Study on Measuring Training Effectiveness - Part 1

Six months ago, your training department concluded a training program for 20 Customer Service Representatives. CSR's deal with customer problems by phone and complete paperwork as necessary to correct or resolve issues the customer has identified. Usually these problems relate to order fulfillment, product quality, or technical questions. You plan, now, to follow up with a level-four assessment of the training program's impact.

The five-day training program will be repeated at least three more times in the next year to include the remaining 55 CSR's who were not able to go through the initial offering, and then will be offered as needed each time enough additional new hires are added to the staff.

Does an ROI (Kirkpatrick level-four) assessment make sense in this case?

<i>Issue</i>	<i>Do assess when ...</i>	<i>Usually do not assess when ...</i>
Level of training objectives		
Frequency of training		
Duration of training		
Future of training		
Expense of training		
History of training		
Other issues		

If so, what sort of data will you need to collect to be able to complete the project?

Break into groups & make a list below: