**A business-wide mindset for**

# transforming the associate experience, together.

*Our employee experience framework is shaped by UX design, Engagement and BPO experts ; we also leverage the work of Jacob Morgan, a best-Selling Author and keynote Speaker, focusing on Leadership, Employee Experience, & The Future of Work.*

# A global community

## of more than 3,000 members

## representative of our workforce.

Also known as **MAX Insiders,** the members of the community are engaged on user experience (UX) activities to **drive innovation and co-design the future of the Sitel Group® associate experience.**

### Culture

Initiatives around our company mission, values, GOS (process), learning and development, diversity, inclusiveness and wellbeing.

### Technology

Better tools to increase performance and efficiency.

### Workplace

Enhancements that make our associates journey more enjoyable and productive.

*This methodology is based upon the works of Jacob Morgan, a trained futurist and one of the world's leading authorities on leadership, the future of work, employee experience, and leadership. Source: thefutureorganization.com.*

Create Connection. Value Conversation.

**sitel** group

# MAX Learning

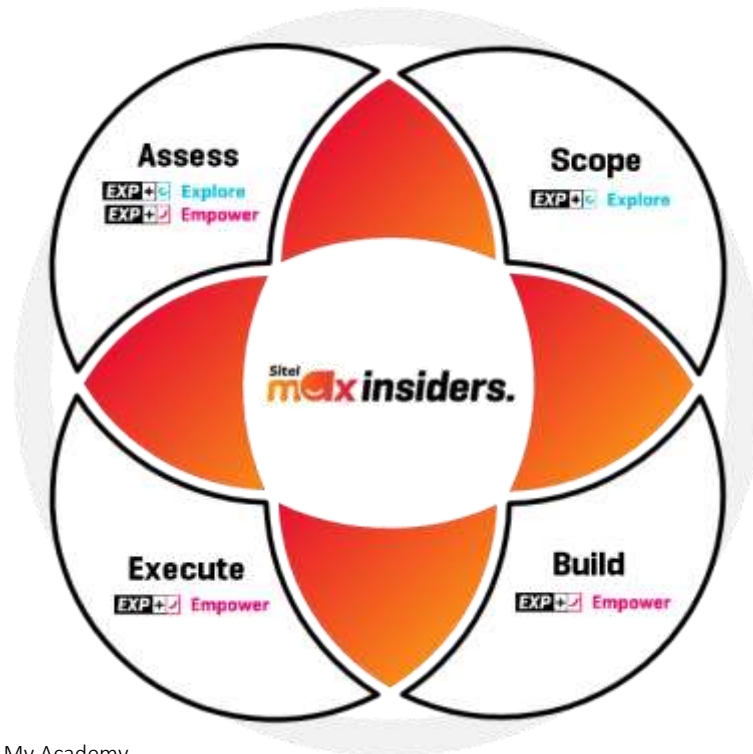*Enabling Agile Skill Development via an Associate-Centric Microlearning Approach*

## 4. Assess

- Review Post Training Survey
- Evaluation Performance
- Enhance/Revise as needed
- Measure impact in CallMiner

## 3. Execute

- Publish content
- Onboard Project Team
- Certify
- Approval from client
- Digital training modules LMS – My Academy

Sitel max insiders.

Assess — EXP+ Explore / EXP+ Empower
Scope — EXP+ Explore
Execute — EXP+ Empower
Build — EXP+ Empower

## 1. Scope

- Identify problem to be solved
- Define audience
- Clarify goals and objectives
- Identify logistics
- Speech & interaction analytics

## 2. Build

- Formulate learning objectives
- Create structure (Alpha, Beta, Gold)
- Outline appropriate learning methodology
- MAXperts from L&D Community

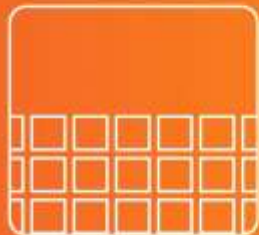**74%** — ***Reduction*** *of customer dissatisfaction language.*

**74%** — ***Improvement*** *in Voice of Customer feedback – Demonstrating that the employee experience is the customer experience.*

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**Sitel max**
My Associate Experience

# *Making a Difference*

## Sitel® MAX Engagement

**+3K** Global Community

**+1K** Ideas Shared in the Sitel® MAX Idea Collector

**+6K** Interactions in Sitel MAX Community per Month

Since the
**Launch of Sitel® MAX**
on October 1, 2019

## Sitel ® MAX Results

**Engaging our team** within a global and digital wellness program.

| 1.2M Miles | 7K New Members | +11$^{pt}$ Improvement To Wellness eSat |

**Developing microlearning** with our people to support learning needs.

| <7 Days To Create | 2x Time For Learning | 4x Sales Performance* |

**Improving coaching experience** via proprietary performance tool, iCoach.

| 29% Point Increase To User Sat | 93% Decrease to KPI Diagnostic Time |

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