



An EPPIC Methodology/ Processes Case Study

**Produce a Curriculum Architecture DesignSM (CAD)
for Consumer Sales Associates”**

Work done at CADDI, Inc. in 2001

Client Situation: Our client has seven call center regions, each dealing with unique but often similar customers, products/services, and systems working across more than 40 states (each with their own regulatory requirements). Training effectiveness and length were unacceptable.

Our Response: We conducted analysis and design activities, at both the Curriculum Architecture DesignSM level and the Modular Curriculum DevelopmentSM level, to ensure the training supported real-world performance and was organized so content could be shared where possible.

Client Results: We reduced the total curriculum length for all seven regions from 338 days to 187 days, designing 1,888 content objects (447 were shared, and 1,441 were unique to one of the seven regions).

Our client said, “The speed with which CADDI completed the project was truly amazing, but what is more important is the outcome. The design reflects the strong sales focus that my client required; the overall time was significantly reduced; and because skills application is frequent, I believe the performance and preparation for the job will be significantly improved. I, and more importantly, my clients, couldn’t be more pleased with the outcome.”