



CASE STUDY

A photograph of a desert landscape with sand dunes, sparse vegetation, and a wooden fence. A vintage-style telephone booth is visible on the left side of the image. The entire image is overlaid with a semi-transparent orange filter.

**Arizona Public Service**  
Custom Training for Customer Service



# The Story

## Problem

APS was working through a complete redesign of its heavily trafficked website, a tool that customers use for paying bills online, completing other transactions, and gathering information. With the scheduled interruption of this major resource, APS wanted to provide training for force of nearly 200 Customer Service Associates to help them resolve the expected onslaught of customer questions and complaints in ways to satisfy the customers they serve. The challenge was to provide this custom training program quickly, and as efficiently as possible.



# Client Focus

## Solution

The project team at APS researched the content need extensively, and prioritized information according to customer demand and usage patterns.

For communicating key messages about the challenges of rebuilding the website and the positive notes for new site, APS wanted to use a lot of informative visuals for ease of training, for consistency across the spectrum of service reps, and to promote engagement.

The instructional design team at Vivid suggested courses featuring short films and creative animations, rather than text content, or Q & A quizzes.



## Results

Vivid produce a series of short courses for the APS website redesign training program. The courses covered core features of the new website, from layout to functionality, using an engaging mix of quick films and interactive exercises that allowed the user to practice service skills, and develop techniques for dialoguing with the customer.

Vivid's production team used the APS research to create interactive scenarios to show the Customer Service Associates possible conflict resolution options, and to illustrate the ease of working with the new website, for reinforcing the benefit to the customer.

These brief, sequential training courses were hosted by Vivid and administered through our intuitive Safety Training Systems, making it incredibly easy for APS to track the progress of their training investment, but facilitate the experience of the program, too.

This custom training program was branded using the APS logo and colors, and brand dynamics, to build a shared experience that employees would find memorable.

Completed in less than a month, this project was really the first of a growing number of client requests for custom training in a hurry. The adaptability of Vivid's Safety Training Systems and production capabilities can support companies in meeting the challenges of workforce training, and negotiating regulatory requirements.

Overall, the Customer Service Associates who took the website redesign training found the experience memorable and relevant.



## Vivid Learning Systems

Vivid is an online safety training company. Making life easier for safety professionals is what we do. With on demand courses that deliver an effective, memorable training experience, and systems designed for smart simplicity, we help clients protect the workforce and go beyond regulatory requirements. We get it. Visit [www.learnatvivid.com](http://www.learnatvivid.com)

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