



DATAMARK

America's Premier *Outsourcing* Partner

Accelerating Time to Proficiency
Reducing Training Duration
and Improving Readiness

Case Study

Accelerating Time to Proficiency- Reducing Training Duration and Improving Readiness

Executive Summary

Most training programs are designed to be completed, not to ensure readiness.

Agents move through structured timelines, graduate from training, and enter production, but still require support, corrections, and time to reach full productivity. The gap between “trained” and “proficient” creates hidden cost across operations.

Simulation-based training environments are enabling a shift, reducing time to proficiency while improving early-stage performance, with measurable gains in both efficiency and agent confidence within the first 90 days.

Challenge:

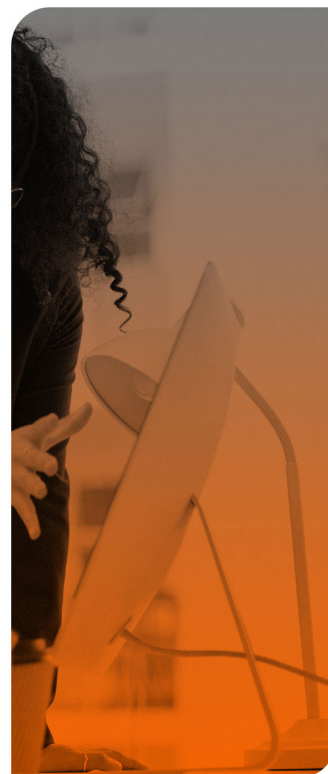
Traditional training models create a linear path:

- Fixed training durations regardless of individual readiness
- Limited hands-on practice before production
- Heavy reliance on trainers for reinforcement
- Extended ramp periods post-training

The Result:

- Longer time to proficiency
- Increased after-call work and inefficiencies early on
- High dependency on support teams
- Delayed realization of agent productivity

Training ends, but development continues informally and inconsistently.



DATAMARK Solution & Results

A more effective approach introduces **simulation-based training as a core component of readiness**, not just reinforcement.

From Fixed Training to Adaptive Readiness

Before:

Training programs follow a set timeline, with readiness assumed at completion

After:

Simulation environments allow agents to practice real scenarios repeatedly, accelerating familiarity with systems and workflows

Observed Shift



Training duration reduced by **~20%** in early implementations



Agents demonstrate readiness earlier within the training cycle



More hands-on learning introduced earlier, including in Week 1

Increasing Engagement and Training Adoption

Before:

Training engagement declines as content becomes repetitive or theoretical

After:

Simulation introduces interactive, scenario-based learning that requires participation and decision-making

Observed Shift



Agents report higher engagement due to realistic, “hands-on” training



Increased repetition of real scenarios leads to stronger retention



Agents adopt training tools more consistently when they see immediate relevance

Training becomes something agents actively engage with, not passively complete.

Early Performance Gains in Production

The most meaningful impact appears within the first 90 days post-training:

Key Observations:

Reduction in After Call Work (ACW) by over 7%

Driven by better system navigation and familiarity

Reduction in Average Handle Time (AHT) by ~9%

As agents handle interactions more confidently and efficiently

Improved Overall Proficiency

Agents require fewer corrections and less intervention during early production

These improvements are not driven by experience alone, but by better preparation before and during early production.

Conclusion

Time to proficiency is one of the most overlooked drivers of operational cost and performance.

Reducing training length alone does not solve the problem. Improving how agents learn, practice, and apply knowledge is what shortens the path to productivity.

Organizations that focus on readiness rather than completion are seeing earlier performance gains, more consistent outcomes, and a more scalable approach to developing their workforce.

About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading mid-sized Contact Center and Business Process Outsourcing (BPO) company headquartered in El Paso, Texas. Small enough to care, yet big enough to serve the world's leading brands, DATAMARK serves large enterprises and government agencies from its delivery centers located in the U.S., Mexico, and India. DATAMARK offers a wide range of CX and BPO services, including omni-channel, multilingual contact center services, document lifecycle management, loyalty program management, and finance & accounting outsourcing.

To learn more about how outsourced solutions can improve your organization's contact center and back-office operations, contact us at: 855-374-5155 or email info@datamark.net.

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