



CASE STUDY

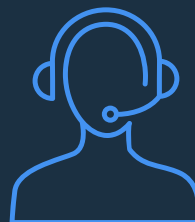
Systems Training with Arizona Public Service

Arizona Public Service (APS), the largest electric utility in Arizona, and a subsidiary of S&P 500 member Pinnacle West Capital Corporation, invested in a new Oracle customer care and billing system as well as \$600,000 in classroom-style employee training sessions.

With historic knowledge retention at less than 10%, the investment was at risk of being ineffective. Non-compliance and reduced customer satisfaction – measured through their Net Promoter Score (NPS) – carried additional risks.

“Ringorang’s ability to reach our employees in the field via the mobile app or in the office at their desks allows us to execute on performance drivers for our most critical programs.”

Denise Hutchinson
Arizona Public Service Manager,
Enterprise Change Management



CHALLENGE

APS needed a solution that would overcome knowledge loss and failure to develop employee habits in the use of a new Oracle customer system that would serve 2.5 million customers.

SOLUTION

Ringorang® optimized APS' existing training content to focus on forming the critical habits employees needed to do perform every day in the new system to achieve a return on investment.

APS implemented Ringorang to more than 400 employees in two phases.

- Phase 1: Three months of solely Ringorang engagement
- Phase 2: Post-classroom Ringorang engagement to reinforce training for at least two months following each session

RESULTS

Employees engaged with Ringorang for five minutes a day, 17 times each week, and achieved 49% more knowledge retention than the benchmark. APS saw its ROI in increased customer satisfaction with their Net Promoter Score surging 15 points.