**2020 ATDKC Excellence in Practice Awards**

**Category: Coaching and Mentoring**

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| **H&R Block’s Mursion Avatar Program** |
| **Challenge:**  |
| For H&R Block, a tax preparation services company, frontline call center agents are essential to the trust and reputation of the 65-year-old organization. Establishing that customer service excellence is of utmost importance to the company, so it’s critical that our call center agents feel equipped and empowered to assist clients with any scenario that could happen. Every tax season, H&R Block must effectively train up to 5,000 agents for our high-volume time of year. Agents must be ready to respond to calls immediately following a rigorous 10-day instructor-led training. All agents must complete the mandatory training and pass the required assessments to demonstrate understanding of H&R Block’s proprietary products, policies, and processes. But agents lacked the opportunity to “practice” taking client calls in order to gain experience and confidence as they build their skills. Peer-to-peer role play didn’t improve the call agents’ customer service skills, nor did using recorded calls. Agents still did not feel confident taking their first calls. H&R Block needed a more authentic, effective practice of a real-time call for agents to learn from their mistakes without the risk of client exposure. |
| **Action:**  |
| In 2019, H&R Block began to revitalize the core curriculum for call center agents by focusing on impactful learning experiences with safe and authentic practice using new technologies in the market. Key stakeholders have determined the new implementation as a success, in large part by utilizing innovative immersive simulation with partnership from Mursion, the virtual training platform technology.  |
| **Result:**  |
| Following the multi-phased rollout of these learning simulations, data and analytics including key performance indicators, stakeholder feedback, and call center agent anecdotal evidence confirmed the project’s impact and success.  |

The video introduction can be accessed [here](https://vimeo.com/395949268/2ec8d18c8f)