Microlearning Design for Ongoing Agent Development Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-paced customer service environment, continuous skill development is crucial for agents to remain competitive and deliver exceptional customer experiences. Microlearning Design for Ongoing Agent Development leverages short, targeted learning modules to enhance retention, engagement, and performance in real-time. By integrating bite-sized learning, personalized content, and interactive strategies, organizations can ensure that agents are always equipped with the latest knowledge, tools, and best practices to thrive in dynamic customer interactions.

Microlearning Design for Ongoing Agent Development Training Course emphasizes practical application, data-driven insights, and performance-focused learning, enabling instructional designers, L&D professionals, and team leaders to create microlearning programs that drive measurable results. Participants will explore gamification, scenario-based learning, mobile-first strategies, and adaptive learning technologies, ensuring that training aligns with both organizational goals and evolving agent needs. By the end of the program, learners will be prepared to implement innovative microlearning solutions that continuously enhance agent capabilities, improve customer satisfaction, and maximize operational efficiency.

Programme Curriculum

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Course Duration

5 days

Course Objectives

By the end of this course, participants will be able to:

1. Design engaging microlearning modules that maximize retention.
2. Apply adaptive learning strategies to personalize agent development.
3. Integrate gamification techniques to boost learner motivation.
4. Develop mobile-first microlearning solutions for anytime, anywhere learning.
5. Leverage scenario-based learning to replicate real-world challenges.
6. Utilize data analytics to assess learning effectiveness and agent performance.
7. Implement continuous learning frameworks for ongoing skill reinforcement.
8. Optimize content curation and knowledge management for microlearning delivery.
9. Apply behavioral learning principles to enhance agent engagement.
10. Design interactive multimedia content including video, quizzes, and simulations.
11. Use AI-driven learning tools to scale training programs efficiently.
12. Foster collaborative learning environments for peer-to-peer knowledge sharing.
13. Measure ROI using performance metrics and learning analytics.

Target Audience

1. Customer Service Team Leaders and Supervisors
2. Learning & Development Specialists
3. Instructional Designers
4. Corporate Trainers and Facilitators
5. HR Professionals focused on Employee Development
6. Contact Center Managers
7. E-learning Content Developers
8. Organizational Development Consultants

Course Modules

Module 1: Introduction to Microlearning

- Definition and benefits of microlearning for agents
- Principles of bite-sized learning
- Learning retention and cognitive science insights

- Case Study: How a global telecom reduced training time by 40% using microlearning
- Trends in microlearning and its future in customer service

Module 2: Learner-Centered Design

- Understanding agent learning needs
- Personalized learning pathways
- Adaptive content delivery techniques
- Case Study: AI-driven microlearning at a multinational bank
- Designing for motivation and engagement

Module 3: Mobile-First Microlearning

- Mobile learning strategies for on-the-go agents
- Responsive content design best practices
- Push notifications and micro-assessments
- Case Study: Retail chain increasing agent engagement through mobile microlearning
- Ensuring accessibility and inclusivity

Module 4: Gamification & Motivation

- Gamification principles in training
- Leaderboards, badges, and rewards
- Micro-challenges and simulations
- Case Study: Call center gamification driving 25% productivity boost
- Measuring gamification effectiveness

Module 5: Scenario-Based Learning

- Designing real-world problem-solving exercises
- Role-playing simulations
- Decision-making and critical thinking scenarios
- Case Study: Airline improving customer satisfaction via scenario-based microlearning
- Assessment of scenario-based outcomes

Module 6: Interactive Content Development

- Creating engaging quizzes and assessments
- Video, animations, and multimedia techniques
- Interactive storytelling
- Case Study: E-commerce platform reducing onboarding time using interactive modules
- Tools and platforms for content creation

Module 7: Learning Analytics & Performance Metrics

- Tracking learner progress and engagement
- Key performance indicators for microlearning
- Using analytics to refine content
- Case Study: Banking sector measuring ROI of microlearning programs
- Data-driven continuous improvement strategies

Module 8: Implementation & Continuous Learning

- Integrating microlearning into existing L&D programs
- Change management and stakeholder buy-in
- Continuous skill reinforcement strategies
- Case Study: Global IT services company creating a learning culture
- Scaling and sustaining microlearning initiatives

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com