

# Moving Money Requires Great Customer Care:

## Building an Army of Effective Agents for Western Union

With a growing employee base spanning more than 200 countries, Western Union (WU) faced a significant challenge in providing a consistent customer experience. The company believed that investing in employee development would help build interpersonal skills, optimize success and create better connections with their customers.

Engaging with Emergenetics®, WU built a customized curriculum linking employee development to notable business outcomes. Feedback indicated that:

**95%** said eLearning course built new skills.

**99%** of those who took the Emergenetics Profile found it valuable to their work.

**98%** of participants would recommend that peers and leaders enroll in program.



### WU's Challenge

With more than 9,000 global employees, all with varying time for training, WU faced a challenge in launching its company-wide Employee Development Plan to help staff:



Provide excellent customer service.



Facilitate change effectively.



Develop soft skills and self-awareness.



Optimize success through team building.

### With the program roll-out, Western Union needed to:

- Offer employee development to staff that could attend traditional training as well as call center and IT employees who could not.
- Support blended learning, which would enable employees to set their own pace.
- Measure the success and usage of its development program around the world.
- Facilitate collaboration in an environment with many individual contributors.
- Deliver authentic and applicable training content.

## Our Partnership

Western Union selected Complete Intelligence™ LLC, an Emergenetics partner, to support its employee development needs. Together, all three parties partnered to build a customized curriculum to creatively address WU's objectives.

The team created a plan to integrate the Emergenetics Profile, Tip Sheets, learning aids, blog posts and eLearning courses into the company's Employee Development Plan to enable WU employees to enhance their interpersonal skills, optimize team success, support collaboration and provide excellent customer service.

## Emergenetics' Impact

Using a custom program scorecard to track performance, we were able to deliver results including:

**98%** of WU participants would recommend peers and leaders enroll in the program.

**95%** reported eLearning modules helped them gain new skills.

**80%** reported that the building interpersonal skills curriculum would increase their job performance.

**99%** found the Profile to be valuable to their work, providing clear connections on how brain-based behavior fused with business objectives and job functions.

**97%** found Tip Sheets to be valuable, helping them effectively approach work and tailor communication to fellow employees and customers.

**89%** said the Profile and learning aids were valuable, allowing them to communicate in ways relevant to fellow employees' and customers' ways of thinking.



reduced travel and telecommunication expenses through online distribution.

Emergenetics was quite useful to understand how I am behaving and thinking. I'm working on several projects with a cross functional team—it is important to **adjust my communications to the team Profile** to keep the dynamics within the group. Emergenetics also helps me in **my communications with our customers as well.**

– Program Participant

**Interested in bringing Emergenetics to  
your organization? Contact us at:**