



CASE STUDY

Immersive Virtual Reality Call-Center Training

North American financial institution: Transforming Telephone Banking Skills Through Interactive Immersive Learning



About the Client

A leading North American financial institution dedicated to creating long-term value for its clients, communities, employees, and shareholders, continuously invest in innovative training approaches to empower its frontline teams. Through safe, repeatable, and realistic simulations, Skills^{VR} equips organisations with the tools to develop confident, job-ready employees—making it a natural partner in supporting this client’s vision for exceptional client engagement and workforce capability.

The Challenge

This client faced a significant training gap in preparing new contact center employees for real customer conversations. Despite having two established training methods, neither provided the safe, consistent, hands-on practice that trainees needed to build confidence and capability.

1. Shadow Calling – Limited & Inconsistent Practice

- Trainees either observed real calls or handled live calls under supervision.
- Scenarios could not be controlled, meaning learners encountered only simple interactions.
- Mistakes during real customer calls carried genuine business risks.
- No space for trainees to practise independently or learn through trial and error.

2. Basic Media Training – Knowledge Without Realism

- Reliance on e-learning: text, images, and multiple-choice questions.
- Useful for transferring information but not effective for simulating dynamic conversations.
- Did not recreate real-time decision-making, client emotions, or complex situations.

Training Gaps Identified

- Lack of hands-on, scenario-based practice.
- No safe environment to make mistakes and learn from them.
- Inability to expose trainees to a consistent set of challenging call types.
- Limited development of confidence, mindfulness, and knowledge recall before interacting with real clients.





The Solution

Skills^{VR} developed a fully immersive coaching conversation-based VR training module, placing learners directly in the role of a contact center employee. Skills^{VR} transformed real onboarding scenarios into interactive 3D CGI VR environments that replicate a real contact center. Two custom modules were created:

1. Cards Module

Designed for employees supporting credit card clients. Focus areas:

- Applying the "Client Engagement Blueprint (CEB)"
- Handling card-specific inquiries
- Practicing structured conversation models
- Using tools to understand customer needs

2. Telephone Banking Module

Designed for trainees supporting general banking clients. Focus areas:

- Overcoming customer objections
- Asking the right questions
- Demonstrating empathy
- Using action-based service to personalise experiences
- Guiding clients around ATM, digital banking, mobile, and online services

Key Learning Objectives



KNOW: Understand customer needs, objections, and digital service offerings.



DO: Apply the Conversation Model, demonstrate empathy, and engage customers with confidence.



BELIEVE: Feel equipped, empowered, and capable of guiding customers to the right solutions.



Key Benefits & Case in Action

By integrating Skills^{VR}'s immersive training into this client's onboarding journey, trainees experienced a safe, realistic, and consistent environment to build capability before interacting with real customers. The VR modules transformed static learning into hands-on practice, leading to measurable improvements across key performance areas.

1. Safe, Independent Practice Environment

Learners handled simulated customer calls without real-world consequences, enabling them to make mistakes, explore outcomes, and immediately learn from their decisions. This accelerated confidence-building while reducing risks associated with trainee errors on live calls.

2. Consistent Exposure to Challenging Scenarios

Every trainee experienced the same set of complex, high-pressure customer interactions—including emotional clients, objections, problem-solving moments, and situations requiring empathy and mindfulness—ensuring standardised skill development across teams.

3. Real-Time, Action-Based Feedback

The modules provided instant feedback on tone, decision-making, client engagement, and application of the Client Engagement Blueprint (CEB). This allowed learners to refine their approach and understand the impact of their choices within the flow of the conversation.

4. Mindfulness and Emotional Regulation Built Into the Experience

Scenarios were intentionally designed to help trainees stay calm under pressure, regulate their responses, and make thoughtful, client-centred decisions—skills essential to handling real customer emotions and maintaining service quality.

5. Strengthened Client Engagement and Digital Guidance Skills

Through repeated practice, trainees improved their ability to personalise service, ask effective questions, overcome objections, and confidently guide clients toward digital banking solutions. This created more capable, empathetic, and solution-oriented customer service agents.





Impacts and Results

As a direct result of the VR training program, this client observed meaningful improvements across their training ecosystem:

- **Improved decision-making accuracy** during customer interactions
- **Faster onboarding** and greater job readiness
- **Higher learner confidence**, especially in handling complex calls
- **Consistent competency** across all trainees, regardless of call exposure
- **Reduced business risk** by shifting practice away from real customer calls
- **Enhanced customer experiences** driven by more empathetic and capable agents



Looking Forward

The client and Skills^{VR} continue to explore opportunities to expand immersive learning across additional service areas and employee groups. Future developments may include:

- more advanced call-handling scenarios
- targeted modules for specialised banking teams
- AI-enabled coaching and performance analytics
- large-scale rollout of VR for onboarding, upskilling, and cross-training
- deeper integration with internal digital literacy programmes

This client's investment in immersive training demonstrates a forward-looking commitment to empowering employees, improving client engagement, and shaping the future of customer service in modern banking.



Transform your Contact Center Training with Skills^{VR}

Trial Skills^{VR} and explore how your university can create immersive learning experiences quickly, affordably, and at scale.

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