

Transforming Blue-Collar Workforce Competence Through Microlearning Solutions





Addressing Skill Gaps in the Blue-collar Workforce

Industries with blue-collar job roles, whether as the core workforce or a significant portion of it, face considerable challenges: high turnover rates and declining engagement and productivity. This problem is especially evident in manufacturing and services, where the consequences of high turnover can adversely impact both profitability and operational efficiency.

A leader in facility management services, with a focus on facility security services for hospitals and hotels, identified the urgent need to offer comprehensive training for their blue-collar staff. Their aim was to enhance their market competitiveness and, importantly, increase customer satisfaction.

Business Requirement

The primary task was to design training programs that would address and surmount the following barriers:

- Overcoming digital literacy barriers among blue-collar workers to adapt to modern training methods and digital processes.
- Despite their expertise in specific trades, many of these employees are often reluctant to diversify their skills, limiting their adaptability.
- The combination of limited digital skills and specialized focus can lead to reduced engagement and productivity, affecting overall job satisfaction and workforce effectiveness.

Integra's Approach

Integra was chosen to devise a solution that would tackle these issues and deliver impactful training for the blue-collar employees.

Needs Analysis: Integra's learning solutions experts initiated the project by:

- Determining the main roles and responsibilities of security personnel in hospitals and hotels.
- Evaluating the distinct training needs of the employees from diverse educational backgrounds

Microlearning Strategy: Integra's experts recommended a microlearning approach, tailored to the unique motivation and needs of the blue-collar demographic, involving:

- Videos detailing security procedures.
- Photos illustrating critical points.
- Clear illustrations to aid understanding.
- Engaging knowledge checks to assess learning.
- A mobile-first design to cater to leverage smartphone use.

Rapid Development: Integra's learning design and development teams utilized the Storyline platform to seamlessly integrate all necessary materials, resulting in engaging microlearning modules. Visual elements were chosen based on the media preferences of the workforce.

Bilingual Presentation: Modules were produced in both English and the native language, catering to the diverse linguistic and literacy backgrounds of the workforce.



Outcome

- Upon implementing Integra's tailor-made microlearning modules, the facility management service provider reported significant improvement among the blue-collar employee cadre:
 - ▶ Improved skill diversity
 - ▶ Heightened digital literacy
 - ▶ Enhanced overall engagement
- This comprehensive training approach not only reduced turnover rates but also had a positive ripple effect, leading to higher customer satisfaction.





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Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

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