

Training a global workforce



COMPANY INFO

About Teleperformance

Teleperformance is the world's leading provider of outsourced omnichannel customer experience management, employing over 380,000 people in more than 170 markets.



KEY DATA

Insights from: Daye Collier, Senior Instructional Designer

Use cases: Sales training

Departments: L&D, Sales

SYNTHESIA'S IMPACT

5 days

of saved time per video

\$5,000

in savings per video

40+

Languages to communicate in
all regions



SUCCESS STORY

Helping to improve business at scale

We spoke with Ben Kirby, Global SVP Learning and Development at Teleperformance, to learn how his team uses Synthesia to develop eLearning videos on topics such as global compliance, quality assurance, career development and more.

"From demo to adoption, it was the shortest amount of time I have ever spent with any technology at Teleperformance. That's a testament to the fact that people **immediately saw the value in the solution** and wanted to use it."



Ben Kirby
SVP Global Learning and Development





THE CHALLENGE

Difficulties scaling traditional eLearning videos

Teleperformance team used a mix of traditional video creation methods and course creation tools for eLearning videos.

High demand outpaced production capacity, causing bottlenecks and slowing down the agile teams.

Key pain points



Time & money

The traditional way of creating video is time consuming, costly and not scalable.



Flexibility

Specially when it comes to speed of content production and translation of video content.



Inconsistency

Standardising learning content at scale, especially when it comes to constantly updating curricula.



Translation

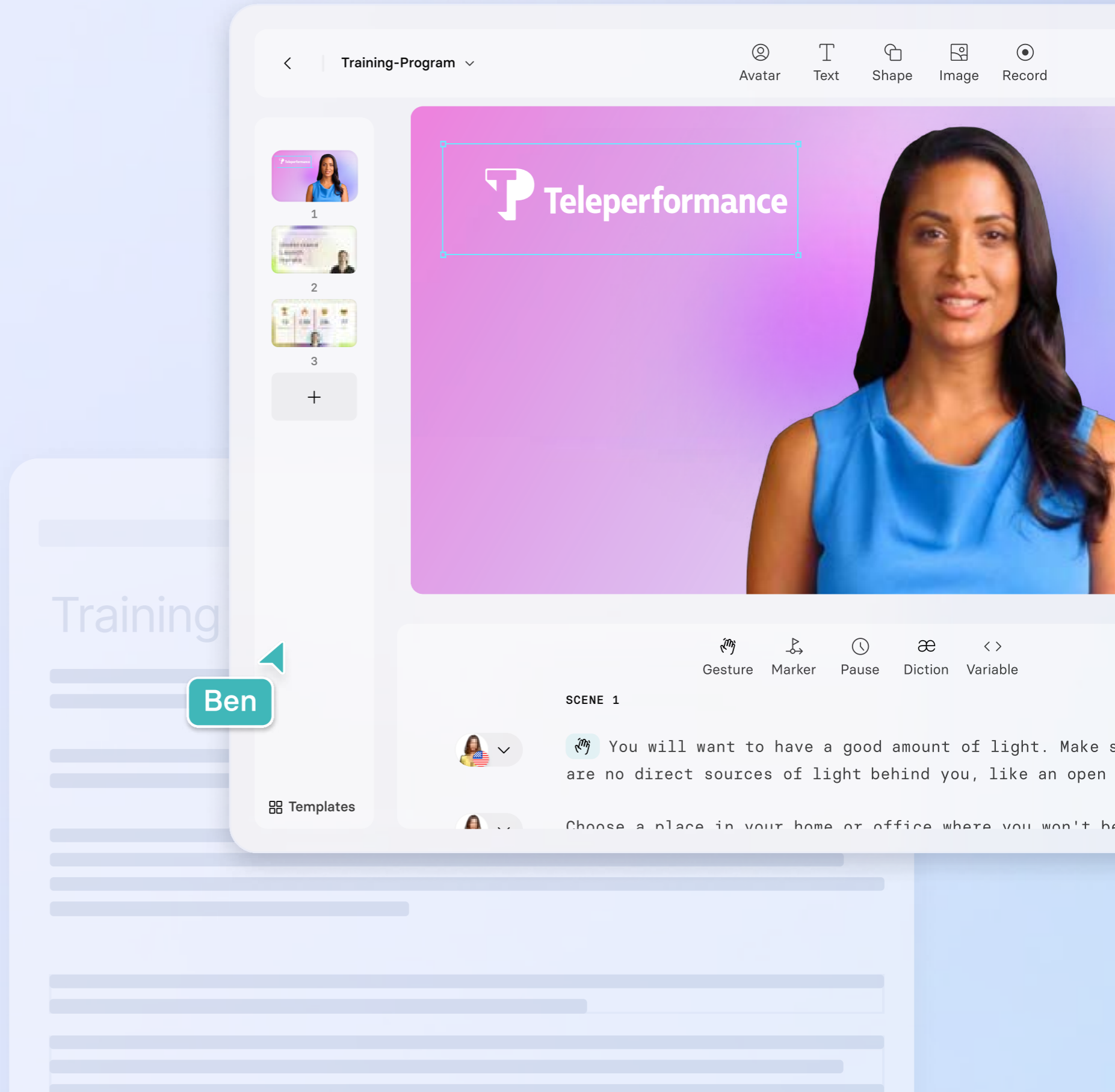
Content localisation is time-consuming, costly and difficult to scale to Teleperformance.



THE NEED

Turning text into videos

Looking for innovative ways to create high-quality content at scale that could be integrated with existing authoring tools, Ben and his team discovered **Synthesia as the best solution** that also fit Teleperformance's ambitions for innovation and technology leadership.





THE SOLUTION

Creating videos after just one day of training

Synthesia streamlined the onboarding process for Teleperformance's global training team to the platform so they could start creating videos after just one day of training.

With Synthesia, Ben Kirby and his team create eLearning videos for different types of learners, from self-paced learning to assessment tools. Some of these modules use video to train employees with standalone content, while others are used to supplement training with instructors.

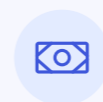
120+ languages and accents, allowing to reach new countries without leaving the desk.

What the Teleperformance team appreciated the most:



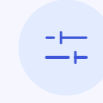
Ease of use

Video editing features to create high-quality training videos without the need for additional tools.



Cost

Compared to hiring actors, studios and video equipment, Synthesia is cost-efficient, flexible and scalable.



Flexibility

Easily update at any time, without having to start from the beginning.



120+ languages and accents

Create engaging, relatable video content without having to hire actors or record voiceovers.



THE RESULTS

Creating training video at scale

The team was able to simplify its workflow - from designing the individual elements of a video to working with the Synthesia templates, which include placeholders for learning objectives, quizzes, and many other types of typical learning formats within the platform.

synthesia.io



\$50000

Team saved per video compared to traditional video creation and up to \$650/per video compared to other video creation tools



5 days

Team saves an average of 5 days per video compared to other authoring and video creation tools (in one language).



Standardisation

With Synthesia templates, the team is able to maintain the quality and visual design of the videos standardised across +170 countries.



Localisation

Video content that reflects the diverse, international audience it serves.



Transformation

Novelty and innovation resulting in increased learner engagement while contributing to the overall digitization strategy of the company.



“ We have received great feedback from our users, and since we acquired the first group of licenses, we are constantly receiving requests for more information and licenses in other countries, as the professionalism and simplicity of the videos are clear to see. ”



Ben Kirby

SVP Global Learning and Development



Ready to try it for yourself?

Create a free AI video