

October 17, 2019

Undertaking #8

MPI to prepare an estimate of the costs of training a service centre representative with respect to the sales of Basic insurance policies and related services arising there from for Basic and Extension.

RESPONSE:

MPI employs three levels of customer facing staff: 2 levels are found in the Contact Center, and one in the Service Centers. Entry level Contact Center staff are responsible for providing direct customer service over the phone, and senior Contact Center staff provide phone support to Service Center Representatives within Service Centres, as well as Broker staff within all Autopac Agencies across the province.

The training for both levels of contact center employees is more extensive, and more costly than training Service Centre Representatives. Details of Contact Center staff training are provided in [Appendix 1](#), and include the various streams of training that a Contact Center Employee may take. The Training Estimates Summary at the bottom of Appendix 1 indicates to the total cost for the various training streams, and the sub components totaled.

Please also note the following:

- Customer Care Agent 1 (CCA1) positions are initially trained on claims. They are hired as part-time positions (at a 50% time ratio – 0.5) and it may take up to 4 years to progress to a full time position. Some choose to remain part time employees.
- Customer Care Agent 2 (CCA2) positions may be hired from within MPI or externally. Regardless, they always start as part time employees (at a 80% time ratio - 0.8). It may take up to 5 years for a CCA2 to progress to a full time position.
- There is no additional training required to move from part time to full time in either a CCA1 or CCA2 role.

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- Training is conducted either by Knowledge Management Systems (KMS) staff or internally within the Contact Centre. Because of this, an average between the KMS salary and a customer care lead was used to determine the training resource costs. For each course, a 2 day prep time is required to review training material and ensure everything is current, this cost has been included.
- The CCA2 overall training cost is based on an average of the cost to hire internally and externally. The difference exists because they are placed on different steps of the pay scale.

The training costs for Service Center representative is found in [Appendix 2](#).

Appendix 1: Training Cost for Contact Centre employees

Line No.	Public Calls - Claims, Licensing, Insurance, etc.	FTE	Normal Hours	Per Hr Cost	Weeks	Training Hours	Cost
1	CCA1 (Claims Only)						
2	Initial training	0.5	20	\$ 23.82	5	36.25	\$ 4,317.38
3	CCA1 (Injury)						
4	Second Skill Training	0.5	20	\$ 25.5244	1	36.25	\$ 925.26
5	CCA1 (Public Enquiries)						
6	Second Skill Training	0.5	20	\$ 25.5244	5	36.25	\$ 4,626.30
7	Broker Help Line (Including Service Centres)						
8	CCA2						
9	Initial training - Internal Promotion	0.8	30	\$ 27.34	5	36.25	\$ 4,955.83
10	Initial training - External Hire	0.8	30	\$ 25.52	5	36.25	\$ 4,626.30
11						Average	\$ 4,791.06

Line	Training Resource - Knowledge Management Systems and/or Contact Centre "Lead" employee	Class	FTE	Normal Hours	Per Hr Cost	Weeks	2 Day Course Prep	Resource Cost	Total Cost
14	CCA1 - Claims		1	36.25	\$ 32.647	5	\$ 473.38	\$ 6,390.65	\$ 6,864.03
15	CCA1 - Injury		1	36.25	\$ 32.647	1	\$ 473.38	\$ 1,656.84	\$ 2,130.22
16	CCA1 - Public Enquiries		1	36.25	\$ 32.647	5	\$ 473.38	\$ 6,390.65	\$ 6,864.03
17	CCA2		1	36.25	\$ 32.647	5	\$ 473.38	\$ 6,390.65	\$ 6,864.03

Line	Training Estimates	Initial Training Cost	Additional Skill Training Cost	Total
21	Claims Agent (Line 1 + Line 7)	\$ 11,181.41		\$ 11,181.41
22	Injury Agent (Line 1 + Line 7)+(Line 2 + Line 8)	\$ 11,181.41	\$ 3,055.48	\$ 14,236.88
23	Public Enquiries Agent (Line 1 + Line 7)+(Line 9 + Line 3)	\$ 11,181.41	\$ 11,490.33	\$ 22,671.74
24	CCA2 (Line 6 + Line 10)	\$ 11,655.09		\$ 11,655.09
25			Average	\$ 14,936.28

Appendix 2: Training Cost for Service Centre Representatives

Line

No.

Service Centre Training

	FTE	Normal Weekly Hours	Hourly Wage	Weeks	Actual Training Hours	Cost
2	1	36.25	\$ 25.52	0.7	25	\$ 638.00
3	1	36.25	\$ 25.52	1	36.25	\$ 925.10
4	1	36.25	\$ 30.31	3	36.25	\$ 3,296.21
5					Total	\$ 4,859.31

Broker Training Courses

Class	Length (Days)	SCR Hourly Wage	SCR Wage Total	Per Person KMS Admin Cost	Total Cost
8	4	\$ 25.52	\$ 740.08	\$ 113.12	\$ 853.20
9	1	\$ 25.52	\$ 185.02	\$ 28.28	\$ 213.30
10	1	\$ 25.52	\$ 185.02	\$ 28.28	\$ 213.30
11	1	\$ 25.52	\$ 185.02	\$ 28.28	\$ 213.30
12				Total	\$ 1,493.10

Training Estimates

	Total Training Costs
16	\$ 4,859.31
17	\$ 1,493.10
18	\$ 6,352.41