Training Methods for BB&T Tellers

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Introduction

BB&T is a financial service provider based in North Carolina. Its bank provides consumers with mortgage, asset management, security brokerage, commercial banking, and insurance-related products and services. Decentralization of authority makes it different from other banks, as its decisions are made on a local basis. The services provided by the bank are its main strength. The job responsibilities of a bank teller are very complex. Apple introduced Apple Pay as a uniquely designed payment technology that its customers can use to pay their bills and make payments.

Describe the methods or combination of methods you would recommend to train BB&T Tellers on Apple Pay.

The first method I would use to train tellers is group discussions and tutorials. This method will provide the tellers with a tutorial on how Apple Pay technology actually works in real life. This method will allow the tellers to ask any questions that come to mind regarding the operation or usage of Apple Pay. Job training is another method that I would recommend for BB&T. The OJT method will be helpful because, in this method, the tellers will actually observe how Apple Pay works when it is used by their peers or managers. It is one of the effective methods to train employees about the new technology that is prevailing in the market. It is extremely important to have an effective training program for the success of any business. If the employees are not properly trained, it would cost the company through low-quality service, low productivity, etc. (Noe, 2009). On-the-job training, along with interactive training techniques, is the combination of methods I would recommend BB&T apply to Apple Pay.

Five Specific Principles Applied on Case Study

OJT (On-the-Job Training), team training, simulations, audiovisual techniques, and presentations are some of the concepts explained in the chapter that are relevant to the case study. Audiovisual techniques and presentations will provide tellers with information on the proper functioning and usage of Apple Pay. This will enable tellers to actually understand the workings of Apple Pay. On-the-

job training will enable tellers to know how customers use Apple Pay to pay their bills and make payments. They will also understand how it is different from other similar applications. Forming teams and then providing training is one of the effective training methods used by companies. It is common for employees working in a bank to become bored with the same routine tasks. Letting them know about new technologies will enable them not to get bored but to stay updated with what is going on in the outside world.

When I was working with a marketing firm, my job responsibilities were to look at the accounts and finances of the company. I was a fresh graduate and didn't have enough experience. They provided me with basic six-week training, in which they told us about all the workings and functions of the company. After the training, they assigned a supervisor whose responsibilities were to keep a close eye on us and resolve any issues that we encountered. An interesting thing was that the supervisor used to come to me on a daily basis and ask me with a kind gesture whether I had any problem regarding the work or any issue with the behavior of my co-workers. This actually triggered me to work even harder. After a couple of months, they shifted me to another position in the same department because it was mandatory that after this much time, one would switch to another position so that he or she would learn new skills. This process is called job rotation. It is evident that off-the-job training of middle managers increases the productivity of the company (Konings et al., 2015). In order to survive in this competitive era, one should have multiple skills. The methods used to provide training were coaching, cross-training, on-the-job training, and audiovisual techniques. There are many new challenges emerging every year in training and development, like outsourcing, knowledge management, etc. Effective training results in increased productivity and performance of the company (Theis et al., 2015). Apple introduced this new technology called Apple Pay, which has brought more traffic by increasing the number of customers using Apple products. Apple has always been striving for the betterment of its products and bringing new and advanced products to the market.

A manager will start with the interactive training technique that will keep tellers engaged and make them more approachable. This technique will incorporate group discussions, which are one of the best ways to pass on information to employees. In other words, it provides open communication between the trainer and trainees. Another good approach for the manager is to invite someone who knows every facet of Apple Pay, gather all the tellers, and create a training environment where that particular person will let tellers know about the operation and functioning of Apple Pay. A manager would make sure that all the tellers get better knowledge of the functioning of Apple Pay.

References

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