

Exercise 8.4

Evaluating Training Programs: 2

In an attempt to increase the performance of its customer service employees, the Clinton Whitewater Canoe Company recently conducted a new training program. The training program involved a series of lectures and discussions to reduce the number of complaints made by customers purchasing a new canoe.

Before spending thousands of dollars on the training, the company allowed three different outside trainers the opportunity to each conduct a training session, with the idea being that the company would then offer a contract to the trainer doing the best job.

On the next page, you will find data for the three training sessions. The effectiveness of the training was evaluated through employee ratings of the trainer, a test of customer service knowledge following training, and the number of customer complaints received by the employee in the 2 weeks following the training session.

The instructor rating was made on a 5-point scale (a rating of 5 is excellent and a rating of 1 is poor) and represents how well the employees thought the trainer conducted the training session. The test score is the percentage of items that each employee got correct on the test of customer service knowledge.

As director of training, your job is to use the data on the next page to make a recommendation about which trainer should be offered the training contract. Justify your reasoning below (hint: you might want to create a chart to help make your decision).

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Employee	Trainer	Instructor Rating	Test Score	Customer Complaints
Aldean	Leno	4	71	2
Urban	Leno	5	78	2
Underwood	Leno	5	83	3
Chesney	Leno	5	75	2
Hill	Leno	5	94	1
McGraw	Leno	5	97	2
Pickler	Leno	4	80	1
Womack	Leno	4	82	3
Swift	Leno	5	72	2
Lambert	Leno	4	74	1
Bennet	Carson	3	84	2
Cole	Carson	3	81	1
Clooney	Carson	3	84	1
Crosby	Carson	2	78	2
Goulet	Carson	3	88	3
Martin	Carson	3	83	2
Mathis	Carson	5	85	1
Newton	Carson	3	80	0
Sinatra	Carson	3	93	1
Williams	Carson	4	98	1
Legend	Parr	5	81	0
Usher	Parr	4	77	1
Blige	Parr	3	82	1
Carey	Parr	3	72	0
Rihanna	Parr	3	77	0
Perry	Parr	4	84	1
Keys	Parr	5	85	0
Knowles	Parr	4	73	1
Wayne	Parr	3	81	1
Monae	Parr	4	79	2