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[http://evokedevelopment.com/
services/accuracy-training/](http://evokedevelopment.com/services/accuracy-training/)



Accuracy Training

Learn how our unique training courses can save you money, increase productivity, and improve operational efficiency.

Employees who complete our accuracy training typically **reduce their errors by 50%** and **increase their processing speed by 7%**.



Why Is Accuracy Important?

Sam was a department manager who was plagued by customer complaints. At least twice a day he got calls from customers who had either received the wrong product or hadn't received their order at all and it was already a day or two late.

As a result, Sam spent a large portion of every day researching what went wrong. What he generally found was a miskeyed address or order number. What he didn't understand was how these errors were constantly being made and missed by the quality assurance team members.

Sam calculated that by the time each problem was resolved, it equated to over 6 hours of lost time and productivity, involved multiple team members, and resulted in additional shipping costs. If this continued, there was no way his department would be able to reach their financial goals.

All organizations use data and every employee must be able to deliver reliable and accurate data all of the time. No matter how many fail-safe systems we use (check digits, double keying, 100% verification), people still make mistakes with numbers and data. A simple transposition of two numbers can start a chain of misinformation that can take days, and sometimes months, to fix. Every error costs money and it can take a lot of time to find and correct errors. When you consider the additional cost of offending, irritating, and possibly losing a customer, the cost of errors is enormous.

Schedule a FREE one-hour demo to find out how our accuracy training can reduce your employees' error rate and increase your employees' productivity.



Mistakes cost time and money.

Typical Errors Made

- *Inputting \$593.45 instead of \$539.45.*
- *Invoicing a customer \$200 instead of \$2,000.*
- *Shipping a product to an incorrect address.*
- *Using reference 29985 instead of 299985.*
- *Putting the wrong batch number on a product run.*
- *Applying the wrong amount to the wrong account.*
- *Writing to Ms. Jones instead of Ms. Johans.*
- *Calling 498-773-2223 instead of 478-773-2223.*

What Do Errors Cost Your Organization?

Have you ever tracked the cost of finding and correcting an error? The groups we train typically have around a 3% error rate. What do errors cost your organization?

1. Determine an employee's daily error rate.
2. Calculate the percent of time your employee spends re-keying erroneous information each day.
3. Determine the percentage of time it takes to discover and research errors once they are in the system.
4. Add up all of the percentages.
5. Multiply that percent total by the employee's annual salary.
6. Calculate the cost of your department's lost productivity due to errors (if applicable) by adding up each employee's totals.

For example, based on Anne's error rate:

Time spent making errors	3%
Time spent inputting correct data	3%
Time spent researching errors, reprinting, and resending materials	12%
Total	18%

If Anne's salary is \$30,000 a year that would equate to \$5,400 to fix errors that could have been avoided. If you have 10 employees who do the same, it equates to \$54,000.

Unfortunately, this is only the calculation for the errors caught internally. Don't forget to add in the errors that directly impact and annoy your customer (i.e., shipping the wrong product, re-issuing checks, re-sending statements, etc.). Altogether, these costs can be enormous.

Although performance may differ slightly between organizations, we are confident that any organization completing Evoke Development's Accuracy Training can achieve a Return on Investment (ROI) in a matter of weeks, and in some cases, days.

Why Do People Make Mistakes?

Most errors happen in the perceptual or visual aspect of working with data. It is not a keying error – or a slip of the fingers – that makes \$369.23 turn into \$396.23. The problem lies in how we look at and read the data. Between our eyes and our brain, the 6 and 9 are reversed. While most people refer to data errors as “typos,” we call them “eye-pos” to underscore that these errors are not caused by incorrect finger placement on the keyboard, but rather reading the data incorrectly.

As young children, we are taught how to read words and sentences in a way that helps our brain make sense of information even if it is out of order or misspelled. For example:

When we were in school we learned how to read words. We were also taught how to recognize numbers, but not how to read data.

You can probably read this sentence even though most of the words are not spelled correctly. We tend to read numbers in the same way as we read words.

But when we read numbers, we need to see each and every digit. A digit's exact position is crucial. We have to perceive every digit precisely if we are to be accurate.

You most likely were able to read that fairly easily, even though most of the words were misspelled. Unfortunately, most people read data the same way they read words which creates opportunities for mistakes such as:

- Transposing numbers and letters.
- Omitting repeated digits.
- Inserting too many repeated digits.
- Placing decimal points or other punctuation in the wrong place.
- Omitting the data altogether.
- Grouping letters or numbers in clustered data incorrectly or inconsistently.

Evoke Development teaches a variety of data reading techniques and helps individuals answer the question of “what should be going on in my head when I am working with data?”



Are You Addressing the Wrong Problem?

Like many companies, BTN, Inc. knew their employees were making far too many clerical errors and attempted to eradicate data entry errors at their source. Unfortunately, they made the incorrect assumption that such errors were nothing more than typos. Consequently, senior management established a quality department to find and report mistakes. Once notified that a particular employee was making errors, BTN management was mandated to send the employee to a keyboarding class to improve his/her typing skills and tell the employee to be more careful in the future.

*Much to Senior Management's chagrin, this new approach wasn't making a significant difference in the number of errors. So they looked for other options and discovered **Accurate Data Transfer**. This course provided tools to help their employees learn how to mentally process and verify data and accurately transfer it from one medium (such as a fax or a printout) to another (such as a computer database).*

Accuracy IS a trainable skill.



What Makes Someone Accurate?

While some people seem to be “naturally” accurate or “good with numbers,” accuracy is not an inborn gift (like perfect pitch). When the Accurate Data Transfer authors set out to create this course, they asked several companies’ permission to observe and interview the employees who were the most accurate data handlers. You might think of them as “Accuracy Superstars.” The authors wanted to determine whether those Superstars were naturally accurate or whether they used certain techniques that helped their accuracy. What they found was that the Superstars had a lot of techniques in common – and those fundamental techniques could be transformed into training that would help everyone to be more accurate. **Accurate Data Transfer** teaches those techniques and applies the skills to every kind of data and all the ways in which people work with data.



How Is Accuracy Taught?

Evoke Development offers a 7-hour, skill-and-drill course, called **Accurate Data Transfer**, which is typically delivered over two consecutive mornings. This schedule allows employees to return to their normal work in the afternoons and apply what they have learned. Then, the next day, the participants have an opportunity to discuss with the trainer how their new skills worked in the “real world.”

To be more accurate, individuals must:

- Know and apply a range of data accuracy techniques that enable faster and more accurate work.

- Understand the barriers to concentration that can cause errors and be able to apply techniques to overcome these barriers.
- Check work accurately and be able to recognize and correct errors quickly.
- Identify individual error trends to avoid mistakes.
- Apply new techniques to a variety of data types and ways of working with data.
- Know and apply simple ergonomic techniques to reduce strain.

Who typically attends accuracy training?

Even your best, most conscientious employees sometimes make mistakes. This course is for **everyone** who works with numbers, alphanumeric data, names, and addresses. Examples of data-intensive departments that can benefit from accuracy training include:

- Operations
- Customer Service
- Finance/Accounting
- Inventory Control
- Payroll
- Accounts Receivable and Payable
- Call Centers
- Other key client service areas

What Types of Errors Are Addressed in the Accurate Data Transfer Program?

Below are a few of the error types addressed in the program.

Type of Error	Correct Data	Incorrect Data
Transposition	689, ABRD	698, ARBD
Wrong Number	5738	5788
Wrong Letter	DESP	DESB
Too Many Characters	58776, \$830.00	587776, \$8300.00
Too Few Characters	350999	35099
Omissions	73B63K	
Incorrect Information	250945	926400
Misspelled Names	Jon, Anne	John, Ann
Misspelled Addresses	2310 Parker Ave	2310 Park Ave
Incorrect Punctuation	578-35	57-835

What Results Can Be Expected From Accurate Data Transfer?

Typical Results

We measure increases in accuracy using Pre- and Post-Course Assessments in the classroom. The assessments evaluate the participants' accuracy and speed in data transfer, matching, and proofreading. Our testing typically shows a **50% reduction in errors** from Pre- to Post-Course, and a **7% increase in speed** as learners work more efficiently.

If on-the-job productivity is measured, decreases in errors and increases in productivity can easily be seen. Although on-the-job results may vary, we are confident that you will see improvement.

Don't just take our word for it; Evoke Development is happy to put you in contact with our existing clients to discuss their experience with Accurate Data Transfer and their on-the-job improvement.

Performance Outcomes

After attending Accurate Data Transfer, participants will be able to:

- Concentrate more effectively.
- Identify their own personalized error patterns – learning where they are most likely to make mistakes and what to “watch out” for in situations where they are most prone to make errors.
- Learn their optimum processing speed for transferring data.
- Identify efficient grouping patterns for working with data.
- Significantly reduce the number of errors they typically make.
- Work comfortably and accurately with long numbers.
- Proofread all types of data including names and addresses.
- Decipher handwritten data more accurately.
- Listen more closely to and speak more clearly when transferring verbal data.
- Apply new skills to on-the-job tasks immediately.
- Evaluate data for correctness and punctuation.
- Know and apply simple ergonomic techniques to reduce strain.



How Is the Accurate Data Transfer Course Structured?

The seven-hour Accurate Data Transfer course covers the following topics.

Pre-Course Assessment

Measures participants' accuracy and speed in data transfer, matching, and proofreading.

Module 1

Learn how to improve concentration and practice techniques for clustering and processing data.

- Identify barriers to concentration.
- Learn techniques for improving productivity.
- Practice transferring data.

Module 2

Apply new data reading techniques to "in-house" numbers and data.

- Develop proofreading skills.
- Identify individual error patterns.
- Work with clustered data.
- Practice checking and transferring longer numbers (up to 15 digits).

Mini-Assessment

Measures improvement in various areas and allows participants the opportunity to work through on-the-job issues.

Module 3

Practice new techniques with names and addresses, alphanumeric data, and punctuated numbers.

- Work with names and addresses.
- Practice listening to data given verbally.
- Check and transfer alphanumeric data.

Mini-Assessment

Measures improvement in various areas and allows participants the opportunity to work through on-the-job issues.

Module 4

Improve short-term memory and learn how to decipher handwritten data.

- Work with punctuated data.
- Learn how to punctuate data precisely.
- Get decimal points right.

Post-Course Assessment

The Post-Course Assessment is balanced, but not identical, to the Pre-Course Assessment and both group and individual performance is analyzed.



How Is Accuracy Training Reinforced?

Evoke Development offers a half-day course, called **Coaching for Accuracy**, which is taught after Accurate Data Transfer. This course is for team leaders, managers, and trainers of people who process information. **Accurate Data Transfer** is a prerequisite to attendees of this course because they need to be familiar with the specific Accurate Data Transfer techniques.

Coaching for Accuracy teaches team leaders and managers to:

- Identify and suggest solutions to resolve accuracy problem areas for entire teams as well as for specific individual team members.
- Address specific accuracy issues with individuals, through a structured coaching session.
- Evaluate the benefits that improved accuracy delivers for individuals, the team, and the organization.

- Implement a plan for improving accuracy levels within their team.

Benefits of the Coaching for Accuracy Course

- The performance improvements achieved in Accurate Data Transfer are maintained and enhanced through ongoing emphasis on working accurately. The course fosters an attitude of continuous improvement.
- Team leaders and managers are engaged in championing the accuracy initiative, which is highly motivational as well as good for efficiency and productivity.
- Team leaders and managers will practice coaching interventions and add tools to their toolbox on how to promote the importance of accurately working and encourage the development of an **internal accuracy culture**.

What If Lots of People Need to Be Trained?

Evoke Development offers an **Accurate Data Transfer Train-the-Trainer** workshop to organizations that have a large number of participants they want to train over time. This 7-hour session is typically offered during the afternoons following **Accurate Data Transfer**. Employees who complete both **Accurate Data Transfer** and **Accurate Data Transfer Train-the-Trainer** are certified to teach future in-house sessions of **Accurate Data Transfer**. Their average class scores and evaluations should be equivalent to those achieved by Evoke Development's master trainers.

Typical Train-the-Trainer Attendees

Accurate Data Transfer Train-the-Trainer attendees may be professional trainers from the Training Department or supervisors and managers who would like to lead training classes. Some classroom-based training experience is preferred. Each certified trainer receives the Accurate Data Transfer Leader's Administration Materials that include an Instructor's Guide and CDs with audio and visual presentation components.

Benefits of the Train-the-Trainer Component

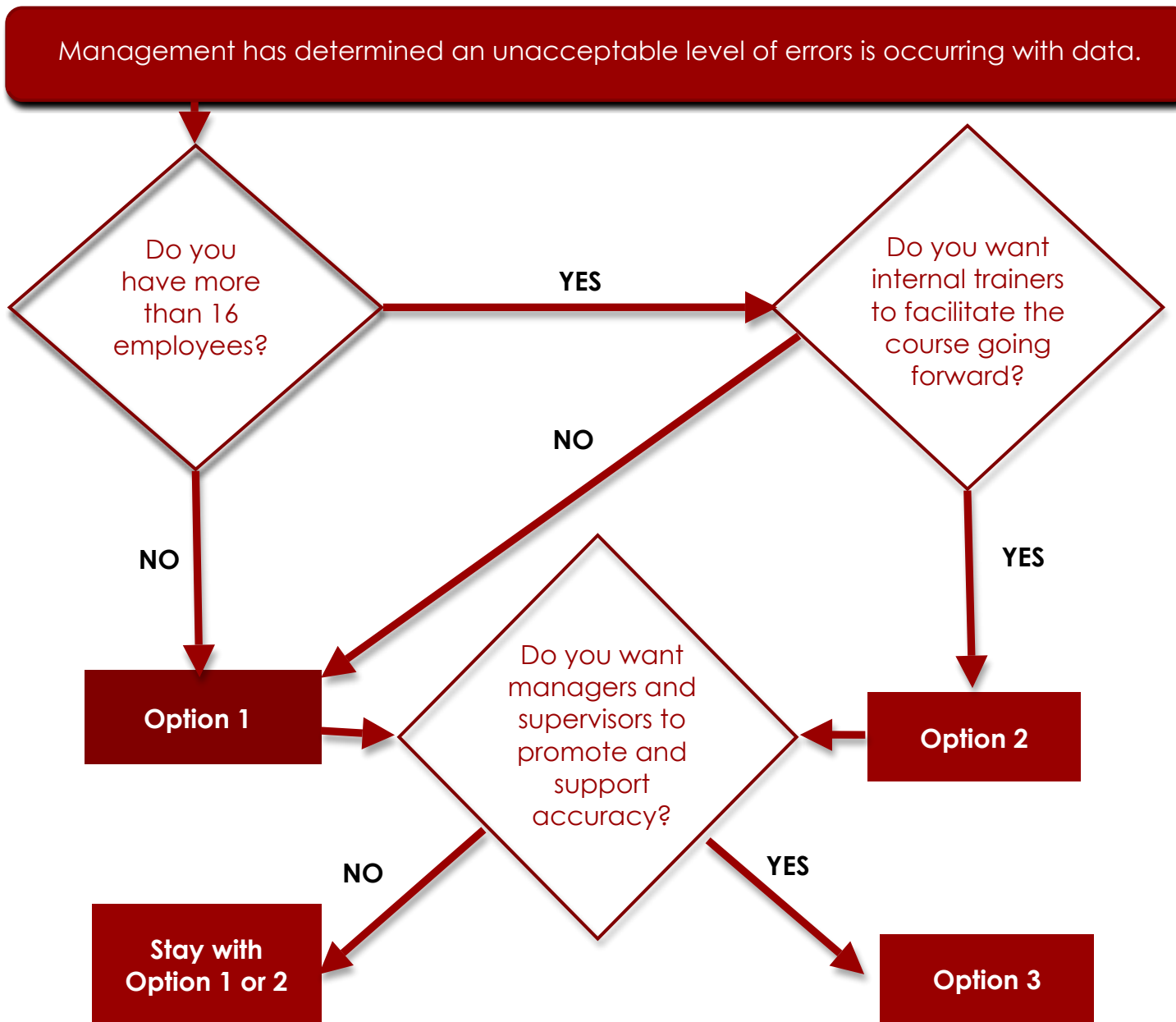
After attending Accurate Data Transfer Train-the-Trainer, participants will be able to:

- Present Accurate Data Transfer in future classes.
- Calculate accuracy and speed improvement from Pre- and Post-Course Assessments.
- Respond to participant questions pertaining to accuracy.
- Help participants uncover individual error patterns.
- Coach participants who need additional help.
- Address the organization's accuracy issues.



What Training Options Are Available?

Use the graph below to determine the option that best fits your organization's training needs.



OPTION 1

One (or more) session(s) of Accurate Data Transfer facilitated by Evoke Development.
(7 hours over 2 consecutive mornings.)

OPTION 2

One session of Accurate Data Transfer facilitated by Evoke Development and a Train-the-Trainer Class for up to 5 trainers.
(14 hours over 2 consecutive days.)

OPTION 3

Add a coaching class for managers and supervisors who want to promote and support accuracy in their teams.
(4 additional hours facilitated on the third day following the Accurate Data Transfer course.)

Accurate Data Transfer Clients

Aetna Financial Services
AIM Funds
Alliance Global Investor Services
Allmerica Financial
American Skandia
Ameritox, LLC.
AmSouth Bank
Anthem Blue Cross Blue Shield
Aviva USA
Bank of America
Barnett, Inc.
Bayer Corporation
BISYS
Blue Cross Blue Shield of New Hampshire
Blue Cross Blue Shield of Kansas
B & W Pantex
Casco
Caterpillar Financial Services
Charles Schwab
Chase Auto Finance
CIGNA
CitiStreet
Compass Bank
COPIC Insurance Company
Corrosion Materials
Delaware Investments
Depository Trust Company
Emedco
Emsar
Ennis, Knupp
EquiServe
EverBank
Federal Reserve Bank of Atlanta
Federal Reserve Bank of Boston
Fidelity Investments Institutional Services
FleetBoston
Fragomen

Franklin Templeton
GE Capital Int'l Services (India)
Genelco
General Motors (GMSPO)
Greenwood Trust Company
Harmony Health Plan
Hartford Life
Harvard Pilgrim Health Care
Honeywell
Indiana Farm Bureau Insurance
ING
INVESCO
Janus Capital Group
Jefferson Pilot Financial
JP Morgan
Keyport Life
Kimray, Inc.
LandSolutions, Inc.
Liberty Funds Services
Lincoln Financial
Literacy Volunteers of America
Manulife Financial
Mass Mutual
MBL Life Assurance Corporation
Mellon Investor Services
Mercury Insurance Group
META
MetLife Investors Group
MFS Investment Management
Mynd
Nationwide Financial
New York Stock Exchange
North Carolina Mutual Life Insurance
Northern Trust
O Bee Credit Union
OHIC Insurance
OppenheimerFunds

Owens-Brockway
Oxford Health Plans
Pacific Life Insurance
Palisades Holdings, Inc.
Park View Federal Credit Union
PepsiCo Financial Shared Services
PFPC
Phoenix Home Life
Portland Community College
Prudential Investments
Putnam Investments
Quest Diagnostics, Inc.
RemitStream Solutions
Rolled Alloys
Security Benefit Group
Seligman Data Corp.
Seton Identification Products
SouthTrust Bank
State Street Corporation
Strong Capital Management, Inc.
Sun Life Financial
Sunshine Metals
SunTrust Service Corporation
T. Rowe Price
TIAA-CREF
TEK
Tulsa Community College
The Procter & Gamble Company
The United Illuminating Company
UMB Investment Services Group
Uniroyal Chemical
University Physicians, Inc.
Urban League of Southwestern CT, Inc.
USAA
VA Health Administration Center
Van Kampen Investors Service
Zurich Kemper Life

About the Accuracy Company & Evoke Development

The Accuracy Company was founded in 1994 and is a division of **Evoke Development, LLC**.

Evoke Development's overarching focus is on improving both accuracy and performance of individuals. The majority of our workshops are facilitated within the United States and Canada.

Evoke Development's team prides itself in its diverse range of work experiences and academic backgrounds. Its consultants are successful at bridging the theoretical and practical gap by drawing upon their skills in a variety of industries including:

- Financial Services,
- Medical,
- Manufacturing,
- Distribution,
- Retail,
- Education,
- Nonprofit, and
- Government.

Our companies have had the honor of serving a wonderful group of clients ranging from independent contractors to multi-billion dollar organizations. Over the years we have worked with professionals at all levels to improve performance, productivity, engagement, and self-awareness.

“Kevin’s presentation of ‘Accurate Data Transfer’ was enjoyable and effective. I highly recommend the course for any business operation whose success depends on accurately reading information.”

**- Group Manager,
Shareholder Services at
The Procter & Gamble Company**

Master Trainer



Kevin McClure is an accounting and auditing professional with over seventeen years of experience in the financial services, manufacturing, retail, and distribution

industries. With experience as a Controller and Internal Auditor of multi-billion dollar, national companies, Mr. McClure brings a unique financial perspective to the Accuracy courses offered by Evoke Development and the importance of accurate data to an organization's bottom line. Drawing upon this experience, he provides real-world examples and is able to adapt the training to meet the customer's specific business environment. Mr. McClure holds a B. S. in Accounting from the University of Florida.



Go to <http://evokedevelopment.com/accuracy-quiz/>
to complete a 90-second accuracy quiz.



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***“If you are serious
about process
improvement, this
course is critical
for your staff.”***

**- VP of HR of a Financial
Institution**

