

CUSTOMER CASE STUDY

HUMACH

Industry: AI/Automation and Live Agent Outsourcer • Frisco, Texas • <https://humach.com/>

Humach brings together technology and people to create customer service solutions for their clients.

Humach lives at the intersection of people and technology. Even their name, “Humach,” represents the “Human” + “Machine” partnership that drives their work. Since 1988, Humach has provided customer service solutions for their clients through a unique blend of human interaction and technological advancement. And with AI and new technologies expanding even more rapidly than before, Humach needed to expand their human side to keep up.

“We originally came to Dale Carnegie with this idea that we wanted to create a leadership development program, especially for our emerging leaders because we’ve had a ton of growth in the last few years, and that means a lot of internal promotions,” says Dezaray Hammond, vice president of training and development for Humach. Unfortunately, many of these new leaders lacked any formal leadership training, which is why Dezaray brought in Dale Carnegie.

“We partner with Dale Carnegie on two different leadership development paths. We have one for our people leaders and one for our non-people leaders, which is more of our emerging leaders.” At Humach, participating in Dale Carnegie training is an important aspect of obtaining your PHD (Professional Humach Development). Because Humach chose the Dale Carnegie Unlimited Subscription, they have access to live instructor-led virtual training, which allows Humach employees to learn in a flexible way.

Dezaray explains how they use the Unlimited Subscription to their advantage: “Everyone’s taking the same class that month, but not necessarily on the same date and time, which is really beneficial for our business because, for example, we can’t have all of our supervisors go to the exact same class at the same time because there wouldn’t be any support for our team leaders, our subject matter experts, or our customer service agents.”

Of the online system, Dezaray and her team admire the ease of use. Participants like the flexibility of the learning portal and self-registering for classes that work for their schedules. “I also love the reports,” Dezaray praises. “We receive reports every two weeks, and it’s fantastic. They’re very easy to use. I can filter it in different ways to make sure we’re getting engagement. And I’ve been very pleased to see how much engagement we actually are getting in our courses. We’ve been very successful there. It’s something we’re definitely proud of.”

But the training doesn’t stop there. To encourage more interest in the courses, Humach has a special plan for their Dale Carnegie graduates. “We are going to invite our participants to utilize the skills they’ve learned throughout the Dale Carnegie courses to create a presentation or mini-training for their own teams, talking about something they’ve learned, how they’ve intentionally applied it, and the impact of doing that.”

“Participants have the flexibility to pick and choose whichever course from the path that they would like to take at whatever date and time works for their schedule. But what’s really great about this is that they can pick and choose what makes sense for them right now.”

- Dezaray Hammond

Vice President of Training and Development for Humach

Challenge

Humach needed leaders to drive their growth, but many promoted workers had never experienced leadership training.

Solution

The Dale Carnegie Unlimited Subscription provides over 20 hours of live online instruction to participants on topics such as communication, time management, managing workplace stress, decision-making, and more.

Results

Humach’s virtual leaders have been engaging with the training and plan to spread their knowledge and practice their skills with their teams.