

## Day 01 - Friday before training

### HostYo intro and Basic Culture day

#### HR material and info

- Intro to the industry, business, and department heads
  - Expectations - general
  - House and career rules
  - Leadership team and department manager intros

#### Training

- Icebreaker - getting to know
- Expectations
- 2 hours of **targeted** shadowing with A(ish) agents
  - *Opportunity to consult before they decide to bail.*
  - *Where and is this being done already other than sales?*
  - *Realistic Job Preview - is this being done in interview?*

**Commented [1]:** What pre-employment testing -if any- if occurring?

**Commented [2]:** If their application is approved, they are sent a link where they go through a few mock calls and are evaluated for their performance. it is much like how I want our M-OJTs to operate.

**Commented [3]:** Survey current WAs for what three things surprised you most about your job. - keep assessing this question.

## Section 1: Foundations - All tracks

Tracks - discipline (sales, support, pro services, etc.)

Business units - the specific jobs

### Customer service lessons

#### Who is our customer?

- What does it mean
- Small business **experience**

**Commented [4]:** Beyond a paycheck, why should I care?

**Commented [5]:** Because it makes it slightly more likely you will continue to get that paycheck. ;-)

#### CS the HostYo way

- Open
- Discover
- Consult
- Review
- Close

**Commented [6]:** look at current CS for keywords

# The internet

## Overview of how the internet works

The process of what happens when a domain name is requested in a browser window.

### Domain names

What is a domain name

- Break down of what a domain name is
  - Difference between http and https needs to be addressed in depth here.
  - The difference between a domain name and a URL
- TLDs
- Life cycle of a domain name
- WHOIS
- Management
  - Privacy
  - GDPR
  - Transfers

What does it do

- Discussion on IP addresses
- Establishes branding
- Is real property

Who manages it

- Registrars
- Registries
- Registers
- Resellers

What a domain name provides

- Email
  - Three protocols
    - IMAP
    - POP3
    - MAPI

Commented [7]: SSL Certificate?

Commented [8]: Nope, Microsoft proprietary email protocol that interacts with other MS products.

- Parts and functions
  - Headers, body, tail logs
  - Autoresponders and forwards
  - Filters: outbound and inbound
  - Email clients
- FTP
  - What it is
  - How to use it
- SSLs

## DNS

- How domain names line up with web functions on a server
- What all the parts mean
- Why this is essential to understanding how information is routed
- Tools for DIGging

## What is hosting

### Servers

- Owned servers
- Leased servers
- How a domain is located on a server

### Firewalls - hardware and software

- Hardware
- Software
  - Prevent hacking a website
  - Spam filtering

### Types of hosting

- Shared
- Cloud/managed
- Virtual Private Server (VPS)
- Dedicated

**Commented [9]:** Where do we teach the basics of hosting and the different variants (shared hosting, dedicated hosting, VPS hosting, etc?). I would think this needs to come before we go into Brand Hosting?

**Commented [10]:** Actually, it will be covered in track training as part of the marketing week. Each brand does it slightly differently, so we could introduce the concepts in "What is a hosting" since they are industry standard terms. Actually, that is a very good catch/call. We need to add "What is hosting" as a primary subsection, in between what is the internet and what is hosting.

## What is a website

### The customer experience thus far

Set up an account (this should only be front end systems for the brand being trained)

- Brand Hosting front end experience
  - Each brand uses their brand front end for this section.
    - cPanel - vDeck/foundations
    - cPanel - Hostgator
    - cPanel - Legacy and Bluerock BH and Sales
    - (Homestead?)
    - (SiteBuilder?)
- Register a domain name
- Create an email account
- Create an FTP account
  - Client setups

### Building a website

Folders and files

- What makes a web page
- Introduction to FileManager

Options

- Hand coded
  - HTML 5 overview
    - This isn't teaching them how to code or develop a site, but a brief look at some of the major parts that an HTML site that is useful to know, like <meta>, <img>, and <a href>.
  - CSS overview
- Site builders
  - Explanation of a site builder
  - More than HTML, less than CMS.
  - Weebly
  - SiteBuilder
    - Time in account to build a site and use for understanding

Commented [11]: Survey for value. WAs and Mgmt separate with ops buy-in

- Content Management systems
  - Drupal
  - Joomla
  - WordPress
    - Time in account to build a site and use for understanding

Commented [12]: We can use WP Live "WP Basics" curriculum as foundation

Moving sites/migrations

## What can go wrong

- critical thinking, not "troubleshooting"

### Website errors

- What they look like
- How we fix them
- Practicals

Commented [13]: any way to use the word "challenges" in place of "error"? Or is error so standard it has to be used?

Commented [14]: error is the industry term

### Email errors

- What they look like
- How we fix them
- Practicals

### FTP Errors

- What they look like
- How we fix them
- Practicals

### SiteBuilder errors (what would these be?)

- What they look like
- How we fix them
- Practicals

### WordPress errors

- What they look like

- How we fix them
- Practicals

## Testing and evaluation

- Written exam: 3 attempts, 80% or better
  - Multiple choice with processes (“Which is the correct next step?”)
  - Evaluates knowledge retention
- Mock OJTs (M-OJT): rated evaluation by facilitators using an established rubric
  - Branched elearnings with auditory cues based on the learner’s response to those cues. Would provide several “right answers” that have varying degrees of attitude as the learner would react, with one wrong answer.
  - Evaluates understanding of systems and customer service intelligence.
  - eLearnings may include more than one issue to resolve - support “One call resolution” and critical thinking skills.
  - eLearnings will cover all most common breaks and some less than common
- Results:
  - Pass: pass test and M-OJT - move to section 2
  - Pass: fail test and pass M-OJT - move to section 2
  - Fail: pass test and fail M-OJT - management evaluate
  - Fail: fail test and M-OJT - termination

## Section 2: Systems - Track development

### Support track systems training

#### HostYo: T levels and Sales

- cPM
- Service Monkey

#### vDeck/Foundations: T levels

- CSFE

#### HostGator: T levels

- Advanced cPanel

- GatorBill (?)

SiteBuilder: T levels

Homestead: T levels

All Tracks will cover

- Salesforce (where applicable)
- Compliance, policy & procedure
- HostYo Shell (where applicable)
  - *Vet with HostGator and BH towards unified TI standards*

## Testing and evaluation

OJT: All tracks - Tech support only

- Evaluation will be performed by facilitators, coaches, and based on a performance rubric developed by ops and training.
- 5-6 hours of phones, 2-3 hours of classroom debrief and calibrations.

## Section 3: Basic Sales and business units - Track development

### All tracks culture day

Track specific Culture Day: The job

- What an A agent looks like
- KPIs and what they mean
- How you get paid
- Training agenda - how we get you there
- Awards & Recognition
  - *We should use Sales recognition program paradigm throughout all of hosting.*
  - *Ribbon/badges system to display merits*

## **Supports and sales**

### **Web hosting products**

### **Managed services**

### **Product addons**

### **SSLs**

### **Recommendation center**

### **Basic SSM**

## **Business units**

Business units will have their content and systems training at this point.

- This is where specialize training will be performed, such as WP Live, Design, etc.
- Any internal transfers to business units would be included in this section of training.

## **Testing and evaluation**

OJT: Support and sales - tech support and leadpass/rec center introduction

- Evaluation will be performed by facilitators, coaches, and based on a performance rubric developed by ops and training.
- 5-6 hours of phones, 2-3 hours of classroom debrief and calibrations.

OJT: Business units - as determined by each business unit

- Each business unit determines duration and evaluation rubric
- Evaluation will be performed by facilitators, coaches, and mentors
- Time on phones is determined by business unit needs

## **Section 4: Sales tracks**

All Support and business unit agents go into production



## Sales tracks

### All sales tracks

- Training in additional systems
  - CSFE
  - GatorBill
  - Homestead
  - SiteBuilder
  - vDeck/Foundations
  - cPanel for Hostgator and vDeck
- Intermediate SSM

### Chat

- Chat systems and Salesforce

### SBC

- Advanced SSM

## Testing and evaluation

### OJT: Sales

- Each track OJTs with their team.
- Evaluation will be performed by facilitators, coaches, and based on a performance rubric developed by ops and training.
- 5-6 hours of phones, 2-3 hours of classroom debrief and calibrations.