

Call Centre Training



Improving the customer experience

Re-juvenating the team

The customer experience objective

To improve the quality of handling of in-bound calls into the Freeview call centre.
To make the calls less scripted and more natural.

Energise

Working with the in-bound call agents, looking at ways in which call quality could be improved. Development of 'energise' - a one day workshop designed for all in-bound call agents. Agents were actively involved in devising new call structures that allowed them to move away from standard scripts and be more natural. The end result, 5 key points; 'the 5 promises'. These have since become standard practice

Better communication, happier staff and customers

Six months on, Agents who attended training are still using their 5 promises.

"working with ease helped us to re-focus the team on improving call quality; Sophie's approach to involve our agents in the project and ensure their ideas were taken on board worked really well. The 5 call promises that the team jointly agreed are still very much in existence and are now trained in to all new staff"

Heather Newey, Freeview