

## **Bridge to Employment Case Study**

### **The Company – Convergys**

Convergys can trace its presence in Belfast back to April 2005, when just a few hundred staff worked in temporary offices at Whiterock Business Park under the LBM brand. They moved to their current site at Springvale Business Park in West Belfast in February 2006 and opened their new site, Loughview beside Holywood Exchange in June 2013. Between both sites, they now have a capacity of approximately 1,500 contact centre staff in Northern Ireland. In March 2014, Stream Global Services was acquired by Convergys, creating a world-class customer management company employing more than 125K employees working from over 150 locations across the globe. At the Belfast sites Convergys carry out Outbound and Inbound Sales and Retention activities for Clients that include 02, Vodafone and British Gas.

### **The Challenge**

Convergys had an ongoing requirement to recruit Direct Sales Advisors, Direct Sales Representatives and Customer Sales Advisors to work in their busy Belfast Call Centres. A meeting was arranged with a Bridge to Employment Project Manager, to discuss the options available to the company which included:

- Assistance with recruitment and training costs;
- Access to a wide recruitment base;
- Testing and interviewing of applicants;
- Customised training programmes focused on your company's needs;
- No financial commitment

### **The Strategy**

After discussions with the Company and a Bridge to Employment Project Manager a customised training programme was developed to meet the needs of the company. The two weeks intensive training was based at Convergys in Springvale Business Park, Belfast, under the Bridge to Employment programme which aims to equip unemployed people with the skills to compete for new job opportunities.

The training course was designed to provide the trainee with a sound understanding of the tasks involved as a Contact Centre Advisor with Convergys and included:

- Health and safety
- Data protection
- Computer Literacy
- Alpha numeric skills
- E-Tasks

- Success journey
- Team working
- Interaction with colleagues and customers
- Sales journey
- Managing pressure; resilience
- Managing targets and time
- Interview skills

### **Feedback from Company**

The programme was so successful that a further 4 Bridge to Employment programmes were developed as Convergys required a further number of additional Customer Sales Advisers to work in their busy Belfast Call Centres.