

Bridge to Employment Case Study

The Company – Convergys

Convergys was founded in 1996, initially as a data business. Since then they have seen rapid growth, employing approximately 2,500 staff across six locations throughout the UK. Convergys have been in Northern Ireland since April 2005 and its Belfast operation is located at a state of the art call centre in Springvale Business Park where it has a workforce of circa 700 employees. At the Belfast site Convergys carry out Outbound and Inbound Sales & Retention activities for Clients that include O2 UK, Vodafone UK, UPC Ireland, O2 Ireland and Centrica.

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 Centre. 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

At least 80% of people who complete Bridge training courses and attend the interview get jobs

- 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 3 Bridge to Employment programmes were developed as Convergys required a further number of additional Customer Sales Advisers to work in their busy Belfast Call Centre.