

Business Service Centre Transformation



Intensive Training Programme For A Pan-European Business Service Centre

Our Client

We work with one of the world's largest companies, designing, developing and delivering a blended training programme for customer service staff across Europe.

Delivering excellent customer service is a key priority for our client. To help it provide the highest possible levels of customer satisfaction, reduce costs and improve business performance, our client embarked on a major business service transformation project.

Business Service Transformation

In 2008, our client adapted its service delivery model in response to global requirements to reduce operating costs and improve customer relations.

It established a pan-European business service centre to replace several smaller centres dispersed across multiple countries. It invested in standardised systems and sought to align business processes. It was important that business service centre staff were adequately trained on new business systems and procedures.

Process Documentation

SkillSet worked with staff across the business units that were being transitioned into the newly constructed business service centre to develop an in-depth understanding of current processes. We helped the client to document and operate efficient business processes to cover areas such as order creation, manual invoicing, opportunity identification and self-billing. We provided business process documentation in multiple languages to business units across the UK, Germany, Czech, Slovakia and Hungary. Working closely with staff across the business service centre, we assured the maintenance of these processes through efficient process ownership, management and governance.

The SkillSet team successfully documented over 300 business processes across 12 business functions, including customer service, finance and logistics. Each process was then delivered in multiple languages to support the client's pan-European operations.

Blended Training Programme

To support this large and complex project, SkillSet developed a broad range of training materials. This included SAP and Siebel-based modules and soft skills training to cover areas such as job induction, effective communication, country & culture awareness, and call handling skills. Working closely with staff across the organisation to understand its business and training objectives, SkillSet applied proven methodologies in resolving key challenges, delivering real value to the project.

SkillSet designed, developed and delivered bespoke training to support users across various areas of the client's business. We provided eLearning, classroom training and job aids to support staff working across 36 customer service roles. A robust assessment process was also agreed to identify any areas for improvement ahead of the go-live.

We delivered "train the trainer" courses, working with super-users and subject matter experts to ensure the successful training of end-users and uptake of new business processes. Agreeing standards that could be implemented across customer relationship management processes, SkillSet helped to develop a clear understanding of how to support end-users.

Summary

We have now helped the client to successfully transition 12 of its business functions into the pan-European centre. We have documented over 300 processes in multiple languages and have delivered training to staff across a broad range of roles.

The new centre will eventually house up to 1,500 staff. SkillSet is continuing to work with the client to ensure that the remaining business functions are successfully transitioned.

About SkillSet

SkillSet is a specialist provider of learning services to multi-national blue chip clients, SMEs and public sector organisations. We deliver application training and people development programmes to clients across a broad range of industry sectors, including the oil and gas, pharmaceutical, financial services, retail and healthcare markets.

We work with organisations with varying requirements and have a successful track record of delivery. Our clients include BP, Tesco, UBS, Lloyds Banking Group and a range of NHS Trusts.