

The CallNorthWest Contact Centre Learning Academy



Improve customer service by developing the right skills for both current and future business needs whilst improving employee morale and retention

The CallNorthWest Contact Centre Learning Academy has been created through an adaptation of the Learning Academy developed by QPC.

QPC helps the world's leading educational providers and businesses, like Edexcel, Pitman and Siemens to deliver exceptional training and education with advanced capability management and learning solutions. QPC is working with CallNorthWest providing system and solution support for the development of the Learning Academy.

The CallNorthWest Contact Centre Learning Academy has been developed in response to the needs and interests of contact centre operations in England's Northwest to simplify and create an understanding of training needs, availability and funding. The real value to contact centre operations, agents, team leaders and managers is that the sector specific Career Path Framework (CPF) and National Occupation Standards (NOS) for all the key roles within a contact centre lie at the heart of the Learning Academy. These have been created from input and feedback from over 600 contact centres across the UK under e-skills UK, the sector skills council for contact centres.

The benefits of having the CPF and NOS at the heart of the Learning Academy cannot be understated as they provide the most robust and efficient method of assessing skills and skill needs against key roles within any contact centre environment.

Skills can be assessed against the current job role then, taking into account the learning and development needs of the individual and the organisation, a career path can be created. Alongside this a career path can be developed and linked to an aspirational role, which may be the next level or beyond, customer facing or specialist. Agents are costly to train and expensive to acquire.

The Learning Academy creates training and development frameworks for every person within the contact centre improving morale and job satisfaction by giving clear skills paths and better training for career progression. Although over 80% of contact centre managers were once an agent, how many current agents recognise that they could become a manager?

The Learning Academy consists of an expanding range of training content, including Computer Based Training and workshop material, along with a database of programmes all mapped against the CPF and NOS so that development can be aligned precisely with operational requirements and business objectives. Importantly as the training is mapped according to the skill level, public sector funding in some instances will be accessible.

The Contact Centre Learning Academy makes it easy for enterprises to see whether adequate cover for specific skill types exists and plan for the acquisition of these so that any risk can be mitigated in advance.

CallNorthWest is working with the major Business Support Organisations and funding bodies to enable organisations to utilise the resources the Learning Academy can provide.

A £1.6 million programme to support organisations in the NW is expected to commence in late 2008 / early 2009, for which organisations are currently being invited to participate in the initial delivery.

If you would like further information on the Learning Academy please contact Martin Stacey

0845 402 2404
martin.stacey@callnorthwest.org.uk
www.contactcentreskills.co.uk

Benefits:

- Identify and close skills gaps
- Benchmark skills
- Develop careers for agents, team leaders and managers
- Align development with operational requirements and business objectives