

How Telewest managed fluctuating demand with a flexible workforce

I CAN

...and I have



As Telewest, a telecommunications corporation in Edinburgh discovered, a flexible workforce recruited through Manpower is an ideal solution for peaks and troughs in demand.

The **challenge**

Like any new venture, Telewest found it difficult to predict the number of engineers it needed when it launched its Business Services operation in Edinburgh four years ago.

Inevitably, there would be fluctuating demand in installation activity, and recruiting the right staff was not easy in the first place. Telewest has two major divisions – Residential and Business – but transferring installers from one service to another is not a simple answer because the product portfolios are entirely different.

Meeting the challenge

The solution

Manpower, which already had a working relationship with Telewest's Residential side, suggested that the new Edinburgh Business Services operation should consider a flexible workforce.

For Alan Wart, Telewest's Regional Customer Operations Manager, this idea made sense. "I thought that taking on Manpower staff would enable me to increase my productivity significantly, because I could use them to fill the gaps. At the same time, I wouldn't have the downside of full-time staff when I didn't need them."

I thought that taking on Manpower staff would enable me to increase my productivity significantly, because I could use them to fill the gaps

The benefits

The number of Manpower staff within Telewest has increased steadily. Manpower has achieved approximately a 95% recruitment success rate and at least an 80% retention rate.

The staff have always been – and continue to be – of such high calibre that they often take the lead role on customer visits; this is despite the fact that it was intended that Manpower staff would support Telewest's own installers.

"We are happy to let the Manpower staff go out on their own and represent our company – that's an indication of how much we trust them," says George Knight, Telewest's Regional Service Delivery Manager for Scotland and North East England.

Using Manpower has also proved highly cost-effective. "Our partnership with Manpower works out much, much cheaper than using specialist contractors," remarks George.

"The flexibility on cost is excellent."

Now, the majority of Telewest's permanent installation engineers have come on board via Manpower's 'temp to perm' option. "We've been spoilt for choice as it's often hard to select from such high-quality applicants," explains Alan. "I think most Manpower engineers see themselves having a future here at Telewest, which is evident in their commitment and diligence."

**Manpower PLC, International House
66 Chiltern Street, London W1M 1PR
Tel: 020 7224 6688**

We are happy to let the Manpower staff go out on their own and represent our company - that's an indication of how much we trust them

Our partnership with Manpower works out much, much cheaper than using specialist contractors