

How **BT** let Manpower answer all the calls

BT, the market leader in the call centre industry, realised it could benefit from Manpower's facilities management services as well as its resource expertise when launching a new call centre in Scotland.

The **challenge**

With the promise of a good quality workforce, the right local facilities and a college, BT decided Thurso, the largest town in the far north of Scotland, was the right place to set up its new call centre.

Despite all the right ingredients, resourcing the centre – which was to operate as a helpdesk for BT customers – would not be easy. BT was downsizing other parts of its business, which made recruitment potentially complicated. Added to this, BT did not have a management infrastructure anywhere near the area.

I CAN

...and I have

Meeting the challenge

The solution

Manpower's long-standing relationship with BT made it the ideal partner for helping to set up and run the call centre with contract staff.

Soon after the call centre's opening in 1993, BT realised further benefits could be achieved by outsourcing the centre's entire facilities management to Manpower. As Tim Hawes, BT's Information Systems Engineering Service Desk Manager, Scotland explains: "We decided it was a lot easier if Manpower did the lot.

This gave Manpower more direct communication with staff and it enabled me to focus on delivering the work, rather than having the added responsibility of facilities manager."

As Manpower won further BT contracts and Thurso expanded to nearly 600 contract staff, BT opened another call centre in Alness, approximately 90 miles south. This time Manpower recruited contract staff, managed facilities and took on the lease of the buildings from day one. Alness now has a 580-strong team – and with Manpower winning more contracts, it's still rapidly expanding.

The benefits

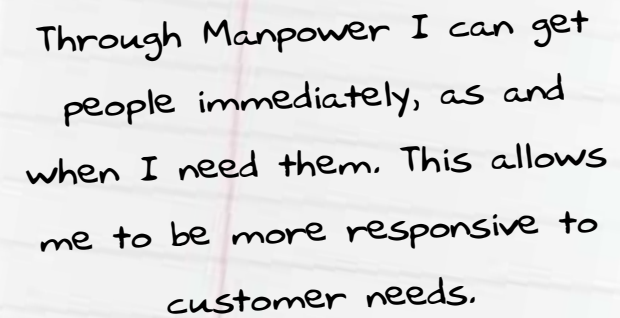
Without question, cost savings are a key benefit. "Wages are based on local market rates rather than BT national rates. We're also saving building and shift work costs," explains Tim.

Almost as important as cost is flexibility. "Through Manpower I can get people immediately, as and when I need them. This allows me to be more responsive to customer needs."

By forging links with local authorities, enterprise agencies and colleges, Manpower has developed a strong infrastructure to recruit staff and support their needs. Its ability to find the right people has proved successful and its efforts to keep staff happy and motivated have clearly paid off.



As we continue to work with Manpower, we're developing even more imaginative employment methods.



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Over the years, annual staff turnover has averaged between 18 and 25% in an industry where it can reach up to 80%. "As it costs me up to £7,000 to train someone, our low turnover is important," says Tim.

"As we continue to work with Manpower, we're developing even more imaginative employment methods such as telling Manpower the number of calls answered within a specific timeframe, and relying on their expertise to provide the right solution."

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