

## Feature for Call Centre Helper

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### TOP FIVE TIPS ON HOW TO MOTIVATE CALL CENTRE STAFF

[www.unicomimages.co.uk](http://www.unicomimages.co.uk)

A happy workforce means a productive workforce. As the telecoms industry continues to grow and more call centres develop, it's important to implement strategies to motivate and support call centre staff.

With the right support and motivation, call centre staff can be encouraged to excel, giving them a strong sense of achievement in their roles.

Business telecoms provider for SMEs, Unicom, has 10 call centres throughout the UK and has successfully implemented a number of tried and tested techniques to motivate its staff.

Chris Earle, operations director at Unicom, shares his top five tips on how to motivate call centre staff:

#### **1. Reward good work**

When someone does a good job it's important to recognise their achievements. Offering commission on sales targets or promotions based on performance gives staff something to strive for and also shows you will commend good work.

#### **2. Feedback**

In every role people want to develop their skills to help them progress. All members of the team at Unicom have regular review sessions which help staff and employers to identify both areas of strength and skills gaps. At the end of each of these sessions, targets are set for the employee to work towards, helping them develop in their career.

### **3. Professionalism**

Even though customers rarely come face to face with call centre staff, it is important for them to act and look professional at all times. All our staff must dress smartly. Putting on smart clothes for work puts you in a professional mindset which can also boost your business confidence and motivation.

### **4. Inspire**

Inspire your staff to work hard and strive for success. Call centres can be bland, so you can create a more vibrant atmosphere by introducing colour in the work space, using motivational images and pictures to brighten the area. These little, low cost improvements can make a significant impact on your workforce.

### **5. Communicate**

Weekly internal staff updates can also be used to acknowledge and congratulate staff with the highest number of sales that week. Every Friday we send all staff a weekly sales memo outlining our sales performance highlighting the employee with the highest sales. This has not only encouraged staff but has also helped the company to track rising stars in the business and make everyone feel included in the company's growth.

You know your staff better than anyone else; if you have new motivational ideas for your call centre workforce don't be afraid to try them. Sometimes the simplest of changes can make a significant impact on employees' working culture and attitude.

**-ends-**

### **About Unicom**

[www.switchingon.com](http://www.switchingon.com)

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband, mobile and website services to 80,000 small businesses throughout the UK. Unicom has an annual turnover of over £45m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

Unicom's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 35% cheaper than 118 118, and 53% cheaper than 118 500. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.

In October 2009 Unicom became ISO 9001:2008 certified and in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2009, Unicom reported pre-tax profits of £11.2m on a turnover of £44.5m (with profits up 14.3% and turnover up 7% from April 2008). Unicom expects profits to be in excess of £12m on a turnover of more than £48m for the current year.

Unicom is a patron company of The Outward Bound Trust.

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