

Séntrel skills management

manage the skills and competencies that drive your organisation's operations and business goals

Séntrel is a new software system that enables effective management of skills within the contact centre by creating a Skills Management Infrastructure (SMI). This allows organisations to better assess, acquire and deploy skills to meet their current and future business needs.

The value of skills to a contact centre is unquestionable, driving virtually every key performance metric from Customer Satisfaction to Service Level, AHT to Sales. Yet, what is known about skills on an individual or organisational level is often very limited. In effect, although upwards of 60% of an organisation's costs are related to the provision of skills through its workforce, and all of its revenue generating capability is dependent upon these, skills are simply not accounted for as an asset or managed effectively.

At the heart of the Séntrel solution is a dynamic skills asset repository that records all of the

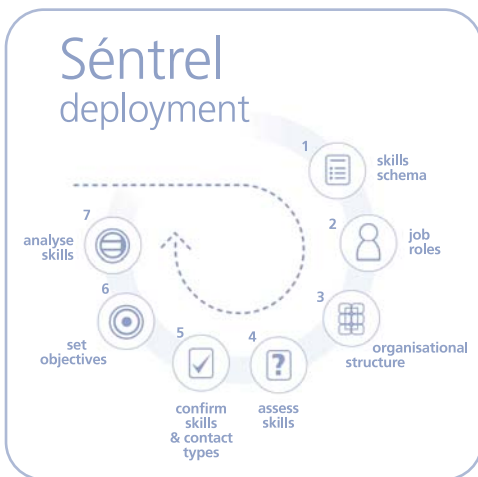
abilities that exist within an organisation. Beyond this, Séntrel can also help contact centres develop the right skills for both their current and future business needs by deploying standardised pathways for individual development, such as eSkills UK's Call2Contact framework, and adding skill objectives and training plans to fulfil business goals.

Séntrel's Features

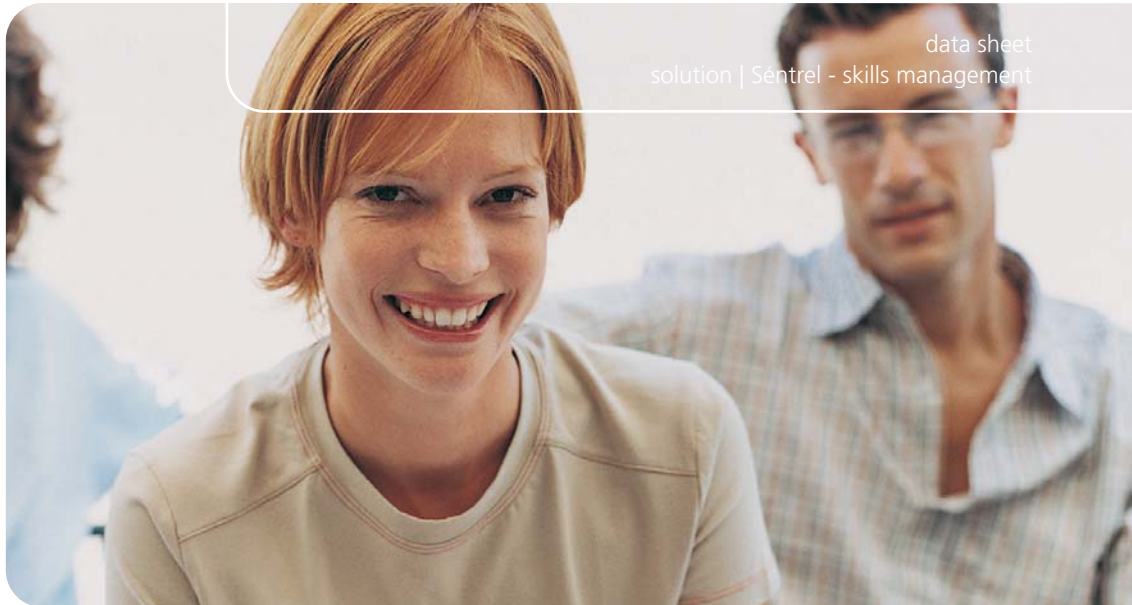
- Holds skills and competency records for every individual within a contact centre. These can be viewed at individual, team, location or enterprise levels.
- Allows skill objectives, aligned to business and individual needs, to be set for every employee within an organisation. These objectives can be part of a standardised framework such as eSkills UK's Call2Contact framework or be developed by an organisation to meet specific business goals.
- produces skill-agent lists for use with skills based routing or workforce management systems.
- allows modelling and manipulation of an organisation's skills-resource hierarchy to assist in resource planning, restructuring succession planning and risk mitigation.
- competency levels can be driven by Quality Monitoring systems to provide real world competency confirmation.
- provides detailed training plans to achieve skills and competencies, making the skill acquisition process more efficient and effective. Training plans can link to eLearning applications or be associated with soft skills training.
- produces skill profiles for all defined roles within the operation to assist with recruitment.

Séntrel's key benefits

- Leverages investment within CRM, quality monitoring, skills routing and workforce management
- Aligns and optimises resources to meet business objectives and operational needs
- Increases staff productivity and utilisation
- Improves staff retention
- Optimises training effectiveness
- Improves risk and compliance management



Séntrel uses an effective, proven seven stage methodology for deploying skills management.



team member skill profile

The screenshot displays the 'Sentrel Skills' interface. On the left, a list of team members is shown with columns for Name, Position, and Start Date. The main area shows a detailed skill profile for Barbara Carvey, listing various skills and their assessment scores.

Framework	Skill	Assessment	Weighting
Following The Process	Compliance	3	3
Following The Process	Industry Awareness	3	2
Following The Process	Knowledge Management	3	2
Following The Process	Product Advice and Support	3	2
Following The Process	Quality Assurance	3	2
Following The Process	Transaction Processing	3	2
QPC Call Handling	Complaints and Issues Management	3	2
QPC Call Handling	Conflict Management	3	2
QPC Call Handling	Customer Differences/Segmentation	3	3
QPC Call Handling	Empathy	3	3
QPC Call Handling	Inbound Sales	3	3
QPC Call Handling	Listening	3	3
QPC Call Handling	Measuring Customer Satisfaction	3	2
QPC Call Handling	Negotiation and Influence	3	3
QPC Call Handling	Numeracy	3	2
QPC Call Handling	Outbound Sales	3	3
QPC Call Handling	Problem Solving	3	2
QPC Call Handling	Sales Planning and Opportunity Management	3	3
QPC Call Handling	Understanding Sales Campaigns	3	3
QPC Call Handling	Verbal Communication	3	3
Following The Process	System Knowledge	3	2
QPC Call Handling	Sales	3	2

core skills assessment

The screenshot shows a grid-based assessment interface for core skills. It includes a list of skills on the left and a grid of assessment scores on the right.

manage workforce
management contact

The screenshot displays a table with columns for Name, Position, Start Date, and other details, used for managing workforce contacts.

expert finder

training needs analysis

'QPC's Skills Management Infrastructure is available either as an internet hosted service or a locally deployed solution.'

'It enables the enterprise wide, real-time management of skills and capabilities to better develop an organisation towards strategic goals.'

Operational and Business Benefits

- Better workforce utilisation - accurate skill-agent profiles enable skills routing and workforce management systems to use your agents in the most effective and efficient manner. Minimising staff costs and improving performance.
- Better resource optimisation - optimise your resources by determining the types and volumes of skills required to drive current and future business objectives.
- Better training - align development precisely with operational requirements and business objectives. Avoiding unnecessary costs of over skilling and preventing operational performance impact caused by under skilling.
- Better skill utilisation - prevents skill latency, uncovering all the skills within your organisation and making these visible and available for use.
- Better staff retention - agents are costly to train and expensive to acquire. Séntrel 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.
- Better compliance - for sectors, such as financial services, where specific training has to be given for compliance reasons, management of this ongoing process can be time consuming and ineffective. Séntrel makes it simple to monitor which agents have received what training, making sure that compliance is maintained at all times.
- Better risk management and succession planning - over reliance on single individuals to provide essential skills can be a real threat to an organisation. Séntrel 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.
- Better recruitment - the cost of recruitment can be high and the cost of recruiting the wrong person can be even higher. Séntrel produces a complete skills profile for every role within the contact centre to make sure that the person with the right skill capabilities is employed. Furthermore, the complete skills and hierarchy views of a business that Séntrel provides makes it easy to locate candidates for internal promotion, and rearrange resources to ensure that the right balance of competencies are maintained in affected departments.
- Skill benchmarking - using eSkills UK's Call2Contact standardised framework contact centres can benchmark their skills profile. Departments or even the entire enterprise can see how their individual's skills compare to the industry standard, highlighting areas of weakness that may adversely influence operational performance.

'e-skills UK recognises Séntrel as an effective way to implement the Contact Centre Career and skills framework, helping people to manage skills for greater business benefit.'

Chris Warren
e-skills UK



Séntrel typically provides ROI by:

- Reducing overhead costs by better staff utilisation
- Improving agent productivity
- More effective staff recruitment
- Improving agent retention
- Using training resources more efficiently
- Reducing resources required for skills, training and recruitment administration

Benefits for the employee

- Better personal development - every member of the contact centre will have a clear training and development record and plan for the future so they can see what skills they currently have and what they will need to achieve to progress.
- Better career progression - Séntrel makes sure that the skills and capabilities of individuals are fully and immediately recognised so career progression is a matter of merit not chance.
- More job satisfaction - knowing detailed individual capabilities makes sure that staff and agents are only asked to carry out tasks and take calls that they are adequately trained to deal with.
- Better motivation - the acquisition of skills through training and development has a direct effect on individual motivation. Competency can also be linked to pay to provide further incentives for the overall performance management process.

Benefits for the customer

- Better level of service - accurate skills manifests enable workforce management systems to use resources to best advantage and make it easy for organisations to see areas of skill under provision that will affect service levels or customer satisfaction.
- Better satisfaction - skills based routing technologies such as ACDs and intelligent routers can use the accurate agent-skill information so customers can be put through to agents with the right skills to deal with their enquiries.

For more information on how Séntrel - skills management could benefit your contact centre and organisation, or to arrange a demonstration, call,

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