

# Client Success Story

Call Centre Supervisor Leadership  
Development Program



## EXECUTIVE SUMMARY

### Company:

SaskTel is the leading full service communications provider in Saskatchewan.

### Challenges:

After a gap in training, SaskTel was interested in re-engaging employees with training

### Solutions:

ICMI *Call Centre Supervisor Leadership Development Program* for Customer Relationship Centre Managers

Three-day training for high resource staff that handle training, peer coaching, or are responsible for in-charge roles

Training to all retail store managers

### Results:

Managers now have a better appreciation of the role they play in delivering effective workforce management

Consistent processes, tools, terminology, and metrics

New model for coaching, which increased the manager's confidence and competence in delivering feedback

Employees found the training to be extremely beneficial

The training is positioned as a pathway to employee learning

## Background & Challenges

SaskTel is the leading full service communications provider in Saskatchewan, with \$1.138 billion in annual revenue and over 1.3 million customer connections including over 530,000 wireless accesses, 555,000 wireline network accesses, 216,000 internet accesses, and 76,000 Max™ (TV) subscribers. SaskTel offers a wide range of communications products and services including competitive voice, data, internet, entertainment, national security, messaging, cellular, wireless data, and directory services.

The International Customer Management Institute (ICMI) had provided SaskTel with its *Essential Skills and Knowledge for Effective Contact Center* training course annually for many years.

“ I believe the content and course was exactly what we needed to improve consistency and drive home key coaching elements. It was well presented, informative and a great seminar for new managers. ”

— Wanda Henry,  
Director, CRC Solutions – SaskTel

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Call Centre Supervisor Leadership Development Program



## Solutions

After conducting a needs analysis, ICMI's Certified Associate, Gina Szabo, recommended that SaskTel institute its **Call Centre Supervisor Leadership Development Program** for all Customer Relationship Centre (CRC) Managers. The CRC is comprised of approximately 900 employees and handles inbound and outbound customer contact for consumers and small businesses.

**The ICMI Call Centre Supervisor Leadership Development Program consists of the three courses:**

- ▶ *Essential Skills and Knowledge for Effective Contact Centre Management*
- ▶ *Monitoring and Coaching for Improved Contact Centre Performance*
- ▶ *Effective Principles of People Management*

ICMI delivered on-site training for groups of 20 attendees, approximately 80 professionals were trained.

The sessions included representatives from the company's Solutions, Consumer Inbound Sales (CIBS), Direct Sales (DS), Credit Services (CS), Operator Services (OPS), Retail Stores, and Implementation/Admin Teams.

ICMI also recommended courses for high resource non-management staff that handle training, peer coaching or are responsible for in-charge roles. ICMI created a customized three-day training that provided them with greater insight into call centre dynamics and empowers them to complete their jobs efficiently.

## Results

Overall, the training provided SaskTel employees with a better appreciation of the role they play in delivering effective service level management, consistent processes, tools, terminology and metrics as well as a new model for coaching, which increased the managers' confidence and competence in delivering feedback.

SaskTel employees found the training extremely beneficial to help them do their jobs more efficiently and effectively.

**The ICMI training is a strategic investment by SaskTel and has been incorporated into the company's learning pathways for employees. The training is reflective of the company's commitment to deliver outstanding service to its customers.**

**ICMI** is the leading global provider of comprehensive resources for customer management professionals — from frontline agents to executives — who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services, including:

▼  
: **Resources & Insight:**  
: Your source for the most  
: relevant and independent  
: industry news, interactive  
: forums, research, webcasts,  
: and other dynamic customer  
: management content

▼  
: **Training & Certification:**  
: Highly interactive classroom,  
: onsite, and live virtual  
: classroom training programs  
: with educational resources for  
: continued learning

▼  
: **Events:**  
: More than twenty years of  
: cutting-edge and practical  
: content, insightful industry  
: experts, and productive  
: networking opportunities

▼  
: **Consulting:**  
: Industry veterans helping  
: customer-centric companies  
: make powerful, lasting  
: improvements to their  
: customer experiences —  
: and the bottom line