

Case Study



Retail

Home Retail Group

Skillsarena has a wide client base in the retail and call centre sectors and has developed a strong relationship with the Home Retail Group over the last year.

Home Retail Group is the UK's leading home and general merchandise retailer with sales of over £6bn in the last financial year. They sell products under two distinctive and complementary brands – Argos and Homebase – that are household names in the UK. Financial Services provides store cards to both brands and they now have over 1.1 million active card holders. Home Retail Group's call centres are located in Widnes, Stafford and Bolton employing over 2000 call centre staff.

Resourcing Manager Customer Services, Home Retail Group:-

Our call centre Advisors are the first point of contact for our customer base in the UK and ROI, and excellent customer service is paramount to delivering a prompt efficient service for which we are renowned.

In the recent economic downturn we took the bold step of re-evaluating our service and recruitment of quality advisors in the competitive market place. To accomplish this we engaged Skillsarena to help us identify the correct competencies and behaviours to define and deliver organisational requirements.

As a result we now use:

Specifically designed call centre tests to measure applicant's skills and capabilities to ensure we only employ the highest standard of customer service advisors. Incorporating these strategies into the recruitment process has enabled us to focus on improved retention, reduced attrition and the associated costs. Fundamental to engaging the right individuals is communicating a clear understanding of their role and how their performance impacts organisational profitability.

Our aim is to be the preferred local employer, by attracting the right people to work in our top performing call centre of which we are immensely proud. Skillsarena have given us a fresh perspective on our workforce and the motivation to build upon attracting the right people through an engaging employer brand.