

## Manpower transforms staff attitudes to learning

### Contact Centre and Management NVQs provide development opportunities for Manpower staff

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At Manpower, staff development has always been key, but it was the introduction of an NVQ programme that really transformed vocational training for employees working at BT call centres. Being involved in the NVQ programme has helped staff understand how highly valued they are, as well as improving the quality of their work, according to Andy McDonald, NVQ Training Manager at Manpower.

Manpower is the national contractor providing staff for BT call centres and one of the reasons it chose Intec as a preferred training provider some three years ago was that, like Manpower, Intec has operations countrywide.

“We were looking for a training company which put the learner first and could work in true partnership with us,” said Andy. “Intec helped us put a sound structure in place and, using Intec expertise, we have been able to develop a programme supported by government funding.

“Staff retention has improved, people have gone through huge change and their attitudes to learning have been transformed.”

Someone who can only agree with Andy is Zoe Hankey, NVQ Champion at the BT contact centre in Stoke for the past 18 months.

“I am really passionate about promoting the NVQ programme because I can see the opportunities it gives people. We hold one-to-one meetings with our employees, put together newsletters, stick posters up and generally take every chance to mention the NVQ programme.

“It’s a qualification people can gain free of charge and it shows they are putting an effort into their own learning, which is great for their CV. As well as Manpower-employed staff, BT also directly employs its own staff at the contact centre. With an NVQ on their CV, people have a better chance of gaining direct employment with BT when vacancies arise.”

Manpower started with Contact Centre NVQs and has since introduced NVQs in Management. Zoe, who is Contract Manager at Stoke, is working towards an NVQ Level 3 in Management, available as an adult apprenticeship. “I have to practise what I preach,” she said. The NVQs are certificated by EDI, the UK’s fastest growing awarding body.



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