Fun and briefings as agents go to the theatre

MANAGERS of the Screwfix call centre in Yeovil took their 200 agents to a local theatre for their annual conference.

It comprised entertainment by a Queen tribute band and the managers – including foam fingers and voting buttons for the audience – and briefings on successes last year and how to make this year even better.

A game show style quiz was used to highlight achievements in 2010, including a 17 per cent increase in employee engagement scores and the best increase in the business, with 74 per cent of agents saying that they were engaged.

The conference also saw the launch of a charter for team managers which they promise to show their commitment to each individual member of their team. It includes the form of behaviours and tasks focusing on being a good role model by being approachable, motivating and enlightening.

Alan Barnes, head of trade UK and previously head of the call centre, launched a staff incentive based on average order value and increased conversions.

Emma Arnison, key accounts team manager, Sarah Paradise, HR advisor customer operations, and team managers Donna Mitchell and Louise Desmond

Celebrating at the conference (from left): Steve Willett; Karen Wenborn; Andy Gault

Andy Gault, head of buying, announced exclusive offers for selling through the call centre; and Steve Willett, MD, talked about developments due to take place this year and stressed again the key role of the call centre in the company's success last year.

Karen Wenborn, contact centre manager, who closed the conference, said the conference had been bigger and better than last years "Big Event".

She said: "It was fantastic to see the management team and agents connecting and striving for the same goals. I am extremely proud of every member of staff in the contact centre and this conference is the perfect springboard for informing them of this and developing an even greater place to work."

Screwfix says that it about 45,000 inbound and 7,000 outbound calls a week; plus a daily total of about 3,000 internet-related actions.

● See also our telethon coverage in this issue