

GOT CSR'S READY TO STEP UP?

HELP THEM CLIMB THE CAREER LADDER WITH NATIONAL QUALIFICATIONS.

If there's one thing that Progressive Enterprises takes pride in, it's supporting its employees to climb the career ladder and achieve national qualifications while they work. In a company where even the managing director has worked his way up from the shop floor, the ETITO-developed national qualifications career pathway is a perfect fit.

For Progressive, an organisation with an already heavily entrenched training culture, the decision to undertake national qualifications training was backed up by a desire to set the benchmark for employees. "For many of our contact centre professionals this is the first opportunity to gain a formal qualification," says Isabelle Rousseau, Contact Centre Manager, who points out that, with about half of the organisation's incoming contact centre employees recruited from elsewhere within the company, the training helps with some of the more contact centre specific knowledge gaps needing to be filled.

Isabelle says that since embarking on national qualifications training, there have been many benefits for both the contact centre and employees alike. As a workplace that is ethnically, culturally and socially diverse, national qualifications training has helped Progressive set a minimum standard for competency and tackle major problems like literacy. Isabelle has seen a big improvement in staff confidence, team spirit and quality of performance too. But most importantly, providing national qualifications training has reinforced the existence of a clear career pathway for contact centre personnel, something Isabelle believes is very motivating.

"Progressive is very keen to retain leaders and increase the skill sets of its employees," says Isabelle. "The company takes pride in helping staff advance through the ranks and we have regular individual appraisals and performance planning sessions with employees to encourage them to train towards a national qualification."

It's an ethos that Isabelle herself is also taking advantage of. Originally from France, she's been with the company for three years, during which time she's completed contact centre national qualifications at Levels 3 and 4 and is currently working towards the National Diploma in Contact Centre Management [Level 5]. "My overseas qualifications aren't recognised in New Zealand so I jumped at the opportunity to get involved with national qualifications training. I know it will stand me in good stead for the future."

As the owner and operator of the Countdown, Woolworths and Foodtown supermarket brands, Progressive Enterprises is one of New Zealand's largest and most successful retail organisations. Their 40-strong contact centre at Head Office in Mangere deals mainly with customer service, Onecard enquiries and online shopping.

For more information about the contact centre career pathway and national qualifications training, visit www.etito.co.nz or contact your [ETITO learning and assessment consultant](#) today.

