



Business Process Outsourcing
55,000 employees, worldwide
Customer service

Improve engagement, learning & performance

As evident by its tagline, "Think People," Webhelp, one of Europe's largest business process outsourcers (BPO), sees employees as the source of its success. The company is just as committed to improving their engagement and knowledge levels as to empowering them with technology.

Webhelp chose Centrical to help its employees focus on goals, challenge themselves, and reinforce knowledge using microlearning. Results were impressive.



50%

Faster to proficiency during
agent onboarding



6%

Reduction
in short-term absence



FREDRIK JAKOBSSON

Global Program Development Manager | Webhelp



Centrical helps us be a more agile
and efficient organization.

Investing in employees builds a strong business

With 55,000 employees working from multiple sites across 35 countries, Webhelp provides customer service on behalf of a collection of top-tier brands.

To ensure a high quality of service, Webhelp invests heavily in adopting the best standards, processes, and technology. However, the company credits its ability to retain and empower its people as a major source of its success.

Webhelp's increasingly Millennial and Gen-Z workforce expects quick development and recognition. They are also accustomed to learning experiences that are more engaging and focused. Webhelp was looking for new ways to accommodate its employees' expectations to maintain its competitive edge.



Real engagement, real learning

While surveys showed workers were quite satisfied in their jobs, the company wanted to explore new ways to reduce absenteeism and attrition. There was also a desire to improve the outcomes from training efforts. With every onboarding, cycle CSAT, and handle times were impacted until employees were proficient enough to support clients.

Webhelp sensed it needed better mechanisms to engage employees in their work and learning. This included offering faster feedback, making learning shorter, and more engaging as well as allowing all employees more frequent opportunities to get a sense of achievement.

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Centrical has a better understanding of the BPO industry and better fits its needs.

FREDRIK JAKOBSSON
Global Program Development Manager | Webhelp

Approach

Webhelp chose Centrical to help execute its vision. Employees' goals and performance are tracked in real-time on the platform and presented on an intuitive dashboard. They gain points and pass levels, providing instant recognition when performance improves or assignments are completed successfully.

Webhelp's advisors use client-defined training, mostly classical 30-45 minute eLearning modules. To ensure that required trainings were completed as expected, Webhelp supplements

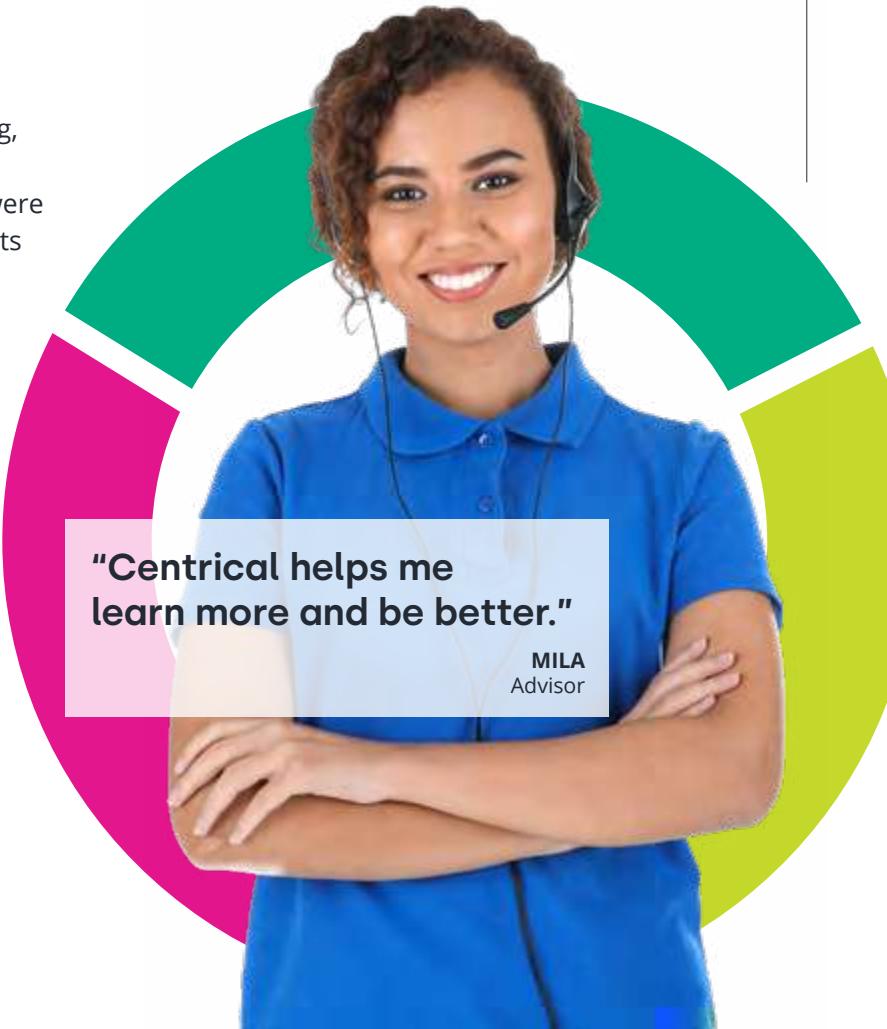
them with easily-authored microlearning. These are delivered over time and repeated for better knowledge retention. Learning offers more opportunities to gain redeemable reward points.

Personalized Microlearning

Webhelp supplements the mandatory curriculum provided by its clients with microlearning. Quizzes, simulations, and guided learning items are delivered continuously after formal training to ensure retention.

Advanced Gamification

By hitting KPIs or completing learning exercises, employees gain points. As they accumulate, employees pass levels, earn badges, and rewards. Ad-hoc challenges help quickly re-align employees on short-term goals.



"Centrical helps me learn more and be better."

MILA
Advisor

Real-time Performance Management

Webhelp advisors get goals and track their personal performance on an intuitive dashboard. Activities are tracked in real-time, triggering automated, performance-based feedback and recognition.

Results

Working with Centrical to implement its new approach, Webhelp saw immediate benefits. Within the first few months, short-term absenteeism shrunk by 6% and continues to improve. This is an especially important metric for Webhelp which is bound by strict EU employment laws.

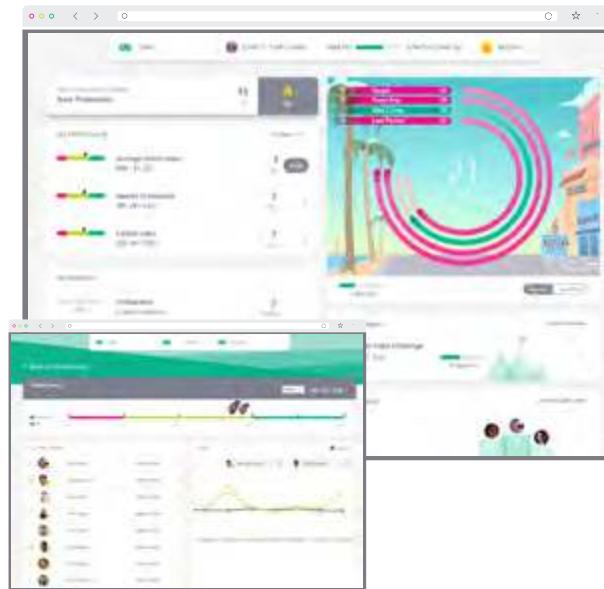
"Performance-wise, the biggest success was gaining more flexibility," said Fredrick Jacobsson, Webhelp's Global Program Development Manager. "In the past, when we onboarded new employees, there'd be a drop of 5-6% in customer satisfaction and performance metrics as employees learned how to work. Now there is hardly any decline and employees ramp-up and become productive twice as fast."



We are exploring a lot of ways to apply Centrical across Webhelp. It has great potential for our employees and our clients.

FREDRIK JAKOBSSON

Global Program Development Manager
Webhelp



Employees who are engaged with the Centrical platform also measure as much as 10% better on CSAT and exhibit 20% lower issue resolution times compared to their peers.

"I feel it's been a really good operation with Centrical," Fredrick said. "It's been more of a partnership than a vendor relationship, which is exactly what we wanted."

About Centrical

Centrical helps the world's leading companies make employees the center of business success by improving their engagement, learning, and performance.

Its holistic platform simply works Better Together because it blends advanced gamification, personalized microlearning, and real-time performance management to sustainably motivate employees to challenge themselves and strengthen skills while providing data-driven feedback in their quest to reach their full potential.

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