

Report on Responsiva Pilot Telesales Campaign

Responsiva Limited
2nd Floor, Orchard House, Victoria Square, Droitwich Spa WR9 8DS
Telephone: 01905 779805

4th July 2007

North East Worcestershire College is a Beacon Status College and scored five 1's in a most recent Ofsted inspection, late last year.

It has a number of contracts to deliver Train to Gain NVQ's and strategically for the future, looking to increase the college's adult training programmes.

Realising the need to build client relationships with employers in the West Midlands a Workforce Relationship Managers post was created within the auspices of the Workforce Skills Department.

This post highlighted the need to increase the number of appointments to engage with companies. Following a period of searching for the RIGHT type of Telesales Company the services of Responsiva Ltd has been appointed.

From initial meeting, the Responsiva representatives have been very focussed in meeting our requirements and indeed have been most responsive in detailed advice to assist our pilot scheme.

Our pilot scheme is 1000 calls over a 4-6 week period and we were told that we could expect around 25-27 appointments made.

The brief was developed for the Responsiva telesales staff making the calls.

This was quite a specific request by Responsiva and indeed 2 of their representatives met with us to develop this brief.

Once the telesales pilot campaign was started, appointments were made and diarised for our Workforce Relationship Manager to meet with the contacted company.

We are approximately halfway through the pilot period and we have received some 32 appointments and the college has needed to put the pilot on hold, to allow the Workforce Relationship Manager's diary to catch up. This is far and above the expected outcomes of the telesales pilot scheme and bodes well for our future use of Responsiva Ltd.

Throughout the process the professionalism and responsiveness of Responsiva Ltd has been excellent and we are looking forward to completing the pilot campaign and reviewing the value for money aspect of using this type of service. Engagement of companies to take up the College's training provision, whether it be for Train to Gain type business or indeed the whole college offerings across the spectrum of training, available for adult and other education is paramount to our success.

Should anybody wish to discuss the above I would be happy to act as a point of referral and delighted to discuss our experience of Responsiva Ltd.

Brian Johnson
Workforce Relationship Manager

Tel: 0152766953

Email: b.Johnson@ne-worcs.ac.uk

The Learning Zone, North East Worcestershire College
Unit 4 Brooklands, Moons Moat Drive Redditch, B98 9DW