

## An Oil & Gas Company



Manpower®

I would look to Manpower first for any recruitment needs thanks to the service we have received over the years from your staff.

Senior Coordinator,  
National Support Centre

*An Oil & Gas Company  
Location: North York, ON  
Industry: One of  
Canada's largest oil & gas  
organizations*

### Challenge

One of Canada's largest oil & gas companies had a need to build a new contact centre to manage their customer loyalty and reward program. This centre would field product and technical questions about the client's loyalty and reward program 16 hours a day, seven days a week. The firm needed a staffing partner to launch and co-manage the new call centre.

### Solution

Manpower joined the project early on, providing workforce data and analysis to support selection of the new centre's location. To launch the centre in time for peak retail season, Manpower hired a contact centre manager to manage this project and also hired and trained 60 bilingual and unilingual contact centre representatives to launch this contact centre. We started with a pilot project, which was a success, and then went into full implementation within weeks.

Regular business partnership reviews allow for a free flow of ideas and concerns. As well, there are monthly checkpoint meetings with the contact centre manager and team leaders to constantly look at process improvements and ways to enhance the partnership.

Through the years, we have offered our oil & gas client many value-added services, which have enhanced our partnership: Training, Co-Employment Workshops, Lunch and Learns and most recently together we have implemented a yearly bonus program as well as a personal day program. These have been instrumental in allowing us to retain our associates.

### Results

The success of this partnership has been dependent upon our client's true belief in the value of partnering with Manpower and the dedication and hard work of our on-site management program and the staff of the North York Office. Manpower was also brought in to transition most of their permanent employees in the contact centre over to Manpower. As the contact centre evolved, Manpower has also placed people in various other departments: Credit and Collections, Accounting, and Processing.

We are constantly researching the trends in contact centres with the goal of producing innovative solutions to anticipate our client's needs. The services that we provide are unmatched in the industry. The strategy that we use to create a successful contact centre solution is to balance the elements of quality with those of efficiency.

Solve your recruiting and retention challenges, with Manpower.

[manpower.ca](http://manpower.ca)