

The Call Centre Training Company designs and delivers bespoke training for anyone who has a responsibility for the telephone as part of their role. Their courses include video training using Video Arts Digital Library.



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The Call Centre Training Company uses Video Arts Digital Library

Your name suggests that you specialise in call centre training?

That's right we work with organisations that have some kind of contact centre or call centre. That's actually a pretty diverse bunch and we've helped all sorts; from a TV shopping channel, numerous financial organisations and through to utilities. And we work with all levels of personnel including front-line customer service, sales staff and call centre managers.

What skills sets do you cover?

Well it's everything that's going to ensure you have a high performing call centre team. Our training ranges from telephone behaviour to sales skills to team development.

And you use Video Arts resources to deliver those programmes?

Yes. For team development I'm using the Belbin 'Fire, Toast and Teamwork' video to cover Team-Role Theory: that one's a new one for me. I watched it and I actually found myself laughing and giggling at it: I thought it was brilliant. 'The Best of Motives' is a great resource for working with managers on their motivational skills. Also, 'On the receiving end' with Dawn French is a favourite of mine for basic

customer service. Those are my top-three most used.

What is it about using video that you like?

It adds to the learning and makes it stand out from what my clients will get elsewhere. It's that change of medium that's so important. My training is quite lively, but even so it can be quite boring to listen to someone talking the whole time. With video the delegates see everything you have been talking about brought to life in a humorous way.

You're using the Video Arts Digital Library: how have you found it?

I was looking for something that would give me access to a range of videos and support materials without costing a fortune and the Digital Library gives me access to literally the whole Video Arts library.

When I first signed up I thought the technology would be a big barrier. I just assumed it was going to be really complicated because you've got this remote hard drive and things. I booked into one of the Video Arts online introduction sessions and it was brilliant! Video Arts are really good at dealing with someone like me: a total technophobe who hates

change and technology. They are patience personified!

Video Arts Digital Library

The Digital Library gives users unrestricted access to the whole Video Arts library of video and other learning resources. All available pre-downloaded on a handheld roaming drive or to stream over the internet.

Why choose Video Arts resources?

No-one else does training videos as well as Video Arts. Some training videos can be so cheesy and others are far too straight-laced and serious. Video Arts resources are really well made. They use faces that people recognise which starts you off on the right foot. They also make it very easy to do business, with absolutely zero hassle for me. The people I speak to, without exception, have always been phenomenally good.

Speak to Video Arts

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