

# Future-proofing your contact centre operation with Brook Street

Even as technology advances and creates opportunities for greater efficiency, 81% of consumers still say they would prefer to deal with a real person rather than an automated service. The human element is still crucial to quality customer service. As businesses learn to adapt along with technology, humans will power the future of work as they upskill and use AI as a chance to augment their professional knowledge and capabilities.

The need for a robust, well-staffed and motivated contact centre workforce is more critical than ever before.

## Brook Street has over 75 years' experience delivering customer service and contact centre talent.

We are your trusted partner in recruitment for the contact centre and customer service sector.

We specialise in placing top-tier professionals in roles across contact centre, telesales, customer management and customer service – from entry-level to senior management. Let us connect you with the talent that drives success.

The skills areas we focus on are:

- Customer service agents / representatives
- Team leaders / supervisors
- Complaints resolution / Escalation specialists
- Sales and telemarketing executives / representatives
- Collections agents
- Support specialists
- Language specialists
- Contact centre managers
- Digital customer service agents
- Multimedia agents
- Training & development specialists
- Remote work coordinators
- Customer experience managers.

# The Brook Street difference

## Training and upskilling



The contact centre sector is often misrepresented as “low skilled”. Being able to navigate tricky customer situations and present your brand in the right way is a valuable skill which cannot be learned overnight. In addition, advances in technology mean that a high level of digital fluency in agents is required. Our research shows that one of the primary reasons employees leave contact centre roles is a lack of training needed to succeed.

Our extensive market insight can help your business identify learning gaps and solutions to plug these, helping to improve employee engagement and retention. And through our bespoke development programme, AccelerateYou, we're able to tailor training solutions to individual client needs, giving you access to highly skilled and motivated talent.

## Flexible working



As with many industries, the desire to work more flexibly and see greater work-life balance has had a profound impact on the contact centre sector in recent years, and candidates' expectations have now aligned with this market change.

We can advise you on the best hybrid, remote and flexible working solutions to fit your business, and to help your workers thrive.

We cultivate a community feel and a supportive environment in our remote temp workforce through incentives and rewards, along with a market-leading Mental Health First Aider programme. In addition, through our diverse talent pool, we have access to workers who are more driven towards in-person work, and can give clients specific access to this candidate market if required.

## Reward and recognition



Long hours, hard work and big targets are three ways candidates have described contact centre work. Whilst this isn't synonymous with every business, recognition for a job well done is something candidates crave. This isn't just about rewards – it's the feeling of being a valued member of the team and having your hard work recognised.

With our 75 years' experience delivering contact centre and customer service talent, we understand how your temps want to be rewarded and feel valued. Our initiatives include 'temp of the week' competitions, regular onsite performance reviews and feedback sessions, and tools to promote wellbeing and foster inclusion.

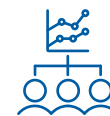
## Local expertise, nationwide reach



Through our network of strategically placed local branches, we've built a real understanding of the recruitment landscape in your local community and can provide you with a staffing service tailored to your specific needs. We take the time to understand your business and culture – building trusted relationships with your operational teams – as well as leaning on

our solid, long-standing partnerships with some of the sector's leading employers. Meanwhile, our local market knowledge is underpinned by a national infrastructure, meaning we can scale our solutions according to your needs, whether local market delivery or national volume accounts.

## Market insights and advice



With access to market-leading data and insights – from salary surveys to local market intelligence to competitor analysis – we have the tools to enable intelligence-led solutions. Our local market experts and national volume specialists can assist you

in tailoring recruitment solutions and plans to your needs, aligning your employer value proposition with market trends and enhancing your presence in today's challenging market, to source, secure and maintain your optimum workforce.