

Leading European BPO
+50K employees, 4 continents
22 Countries; 30 languages

Consistent process yields consistently high sales performance

Comdata is one of the top 5 partners of choice for Business Process Outsourcing in Europe. In a highly competitive market, Comdata stands out thanks to its efficiency and the quality of its people. It achieves this by standardizing processes across units and locations and ensuring employees are always motivated and proficient.

With Central, Comdata can centrally manage goals and feedback for its employees, motivating them to do their best and training them faster than ever before.



12%

More sales
per hour per agent



18%

Higher average
revenue per sale



↓
Reduced
Ongoing training hours



DR. NICOLA BENEDETTO
Head of Services & Process Engineering



Employees feel accountable for their performance and try harder to do good work.

Searching for standardized quality in employee performance

Comdata Group is one of the 5 top Business Process Outsourcing providers of choice in Europe. It operates more than 100 centers in 22 countries with more than 50,000 employees working in 30 languages. Its mission is to “help clients maximize customer value by creating a smart blend of people, process, and technology.”

Comdata operates in a highly competitive, cost-sensitive arena. It's typical to see BPOs use different systems, different scripts, process and KPIs for each client. That makes successfully managing performance at scale extremely difficult. However, Comdata saw an opportunity in standardizing these processes to increase its efficiency and effectiveness.



Unified processes impact at the employee level

Comdata was researching innovative solutions for better engaging and empowering their agents. It sought to understand the capabilities, potential and logic of investing in employee engagement mechanisms and real-time, data-driven methods for performance management.

All of its units had some sort of performance management but there was no unified process. Employee goals and feedback were handled at the team manager level. This was time-costly and lacked consistency. A standardized approach could achieve stronger results at the employee level, focusing each employee on the right targets and providing the most relevant feedback and training.



We thought there was huge potential here. With Central employees get real-time visibility into their own performance metrics and how their activities influence team or company results.

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Approach

Comdata chose to start a 3-month pilot of Central's platform with their Italian and French telesales departments. Three separate pilots were started with teams on the Central platform and control groups off it. The control groups were needed to isolate discrepancies in performance that were unrelated to the pilot.

Each project had its own KPIs loaded, depending on the focus areas that the team's operational managers wanted to highlight to their agents. In addition, pilot specific content was created, such as quizzes, simulations, fun activities, etc., released 2-3 times a week.

Lastly, some competitive challenges were incorporated into some of the pilots to further focus employees on specific activities and generate excitement.

Personalized Microlearning

Comdata uses microlearning by making content from traditional training accessible for employees when there are no calls. It means employees get trained faster and ensure they continue to draw on what they learn.

Advanced Gamification

Comdata's uses challenges and points, based on different KPIs and activities, to promote performance and behavior. With the aid of KPI-based gamification, managers can see and coach each employee based on how they're performing.

Real-time Performance Management

Implementing Central lets agents see their personal goals and progression in real time. As a result, Comdata saw significant improvement in sales performance almost immediately.



Results

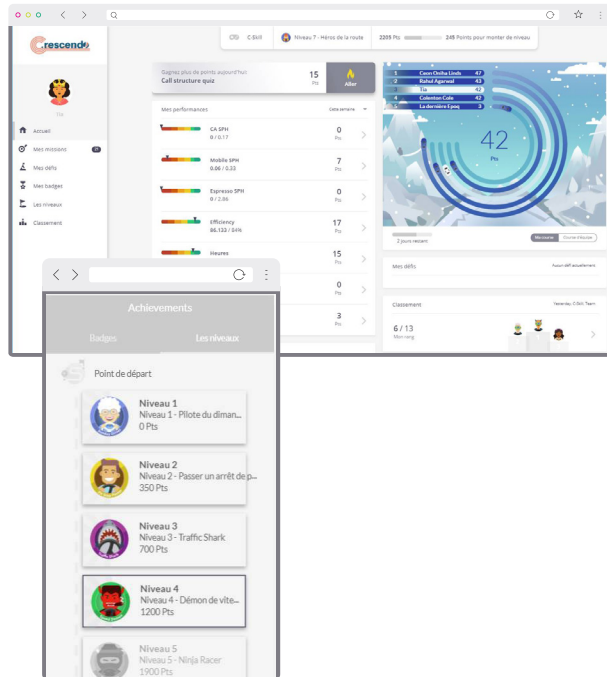
The pilot drew an impressive hike in profitability and sales KPIs. There was a 12% increase in sales/hour leading to an 18% increase in overall sales revenue and a reduction in the new hire learning curve as well as in needed additional ongoing training hours.

Employees report higher motivation and say their focus increased substantially. After using Central for six months with about 400 of its workers, Comdata scaled up the program to more than 3,500 agents and is continuously expanding it across its entire workforce.



This has been great for creating motivation and focus. We can get employees trained faster and ensure they stay on and use what they learn.

DR. NICOLA BENEDETTO
Head of Services & Process Engineering



Dr. Nicola Benedetto, Head of Services & Processing Engineering at Comdata summed up his experience - *“Central is unparalleled in terms of flexibility, scale and agility. It will be exciting to see where we’re going to take this”.*

About Central

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

Its Better Together platform holistically 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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