

CUSTOMER TRAINING SUPPORT ENSURES CABLE & WIRELESS ARE PERFECT HOSTS

After making a huge investment in a new hosted multi-channel contact centre, communications giant Cable & Wireless was quick to see the importance of training to ensure a rapid ROI.

The new offering is based on Cisco's Multi-channel IP Contact Centre application, which Cable & Wireless hosts centrally for its customers on its global network. It provides companies with contact centre operations with a quicker, more intelligent service, regardless of whether incoming queries arrive via phone, email or over the web. Callers have shorter waiting times and fewer internal transfers between agents within companies deploying the new technology. Centralised customer histories and new queuing technology also enable calls to be prioritised and quickly routed to the appropriate contact to ensure better levels of customer satisfaction.

Cable & Wireless recognised that to realise the many commercial benefits of its new network-based service, the correct training would be required. These, in turn, demanded a high quality training provider fully conversant with Cisco technology and able to work with Cable & Wireless's own terminology. As the world's largest Cisco Learning Solutions Partner and worldwide leader in education and training solutions, Global Knowledge was the best of breed choice. Global Knowledge has and is currently working closely with Cisco and Cable and Wireless to continually develop specific courses for the installation and management and more importantly the upgrades of these platforms. Cable & Wireless and Global Knowledge took this one step further when they worked together to introduce a full range of courses now being offered directly to Cable and Wireless clients. This resulted in the creation of 11 new courses delivering solutions to on-going training requirements.

With customer take-up of the training option ensuring rapid user adoption of the new technology, Cable & Wireless firmly believes it made the right choice of training partner. Mark Gregory, IPCC product manager, explains: "Ensuring customer satisfaction is key to the success of a new solution such as our enterprise-class, hosted IP contact centre.

"Training plays a major role in areas such as routing processes and real-time performance reporting, which need to be aligned to business needs to ensure customer investments are maximised. Finding the right training partner is clearly crucial and with a renowned reputation for both its Cisco training capabilities and the value added services it can provide, Global Knowledge was the ideal solution for us."

Nick Glazzard, Cable & Wireless Business Development Manager at Global Knowledge, adds: "As clients' demands and the technology that supports them continues to develop at a rapid pace, it is vital that companies keep up with training to maintain their success. This challenge is made greater by the need to find cost effective, quality training solutions – at Global Knowledge we continually provide this to our customers, as demonstrated by our partnership with Cable & Wireless."

For further information please contact [Global Knowledge UK Office](#)

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