



Client Success Stories

Training Solutions

Background Summary

From its inception in 2006, Next Generation Broadcasting AB has been in the forefront of providing affordable, widely accessible and readily available free, post and prepaid digital terrestrial TV services to emerging markets in Africa, Asia and Latin America. NGB Kenya is a local company that will be run by local Kenyan employees bringing value-for-money Television services to the Kenyan people under the SMART TV brand. SMART TV is currently engaged in the final project setup processes ahead of the scheduled service activation in conjunction with KBC. It has similar operations in Ghana and Uganda.

SMART TV will launch its bouquet of Pay TV services under the brand name SMART TV using the latest digital TV service based on the MPEG 4 technology which has been adopted by KBC and approved by the Communications Commission of Kenya as the standard technology. With some of the best integrated systems in the market and teams flying in from around the globe to ensure that their agents are fully versed with their CRMs, SMART TV are on the way to forming a strong and fully functional team to manage the needs of their clients.

Business Challenge

NGB, better known now as Smart TV is one of the key players in the Terrestrial TV Sector with a vision to become Kenya's number one brand in the market place. The bar had to be set to provide the best customer services and sales services with a massive focus on customer loyalty and retention moving forward. SMART TV recognized the need for world class Training in Business Etiquette and Soft Skills to enhance their stance in Customer Services and furthermore retention of the market they are going to tap into in the near future.

Our Solution

HCC provided training solutions to a team of eleven candidates who were a mix of graduates and non graduates. The team also comprised of candidates who had worked in Customer Services and those who had not.

More often than not, a candidate believes that they have the skill needed if they have been and worked in a similar scene before. This is not the case as most companies are now setting the bar even higher, ergo expectations are also higher.

Business Etiquette Training has to be manifested into every candidate that walks into an Organization today. This goes hand in hand with the skills needed to work in that environment. Hygiene, attire, behavior, respect and dignity in the work place should encompass every individual who chooses to work in a reputable establishment. HCC ensured that this was done effortlessly and by the end of the Training period it was remarkable to see the changes.

Role-plays, mock call situations, written exercises, speech correction skills and Grammar and Vocabulary set pieces were specifically tailored for the unit. Accent Training was critical as the agents could ultimately move to other International accounts which would then require such training to be initiated again. Pre emptying Training measures are always put in place to save the client time and hassle of re training within shorter time frames. Soft Skills training, Personality development workshops, Customer acquisition & retention and a myriad of other training courses were executed flawlessly. Confidence building is becoming a must have in the Industry and the entire two day module was secondarily focusing on this in the background.

Benefits delivered

With the methods and mechanics employed by HCC, SMART TV and their agents' are now fully versed in the areas that they most need to be the best Customer Service Representatives in the business. The Two Day Module imparted skills to the agents which they can now comfortably employ and deploy in the most stringent situations if need be with the Primary Focus being the best of breed Customer Services in the sector.



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