

George Hawkins – Support Person of the Year

George is our nomination for Support Person of the Year, which is thoroughly deserved. George is a Business Support Assistant within the Business Support team, based in our Contact Centre but responsible for the systems and telephony within the whole of Customer Operations, supporting our centralised Kingfisher IT Services (KITS) department.

George is part of the Major Incident team as the Network/Systems specialist, which means that during times of significant system malfunction, George is relied upon to provide valuable insight to our offsite IT team into what specific issues are occurring, how many users are impacted and what the customer impact is. This enables that team to make swift value judgements on what action to take to fix any system issues that may be underway. As you can imagine, at times, this part of George's role can be highly pressurised and stressful, however George's calm, focused nature lends itself incredibly well to this type of role. George is not fazed by liaising with the most senior of stakeholders in the business, keeping everyone informed on progress to limit impact to the business.

George also offers real-time systems and telephony support to the teams in the Contact Centre and is always on hand to offer advice on how to use the technology correctly. He is reassuring and straightforward, always making sure that he explains fully why something is happening so the teams are fully briefed. He will flex his communication style to suit all audiences (and technical abilities) and is a popular member of the team who helps people to self-resolve and learn about our systems and technology.

Screwfix Customer Operations department asks every colleague one question each month; "How easy did we make it for you?" We track the results and verbatim feedback every month and the management team use it to make improvements and have open conversations about team engagement. George takes the opportunity each month to review the verbatim feedback, pick up any technology, system or telephony based feedback and ensure that he actions any improvements he can, feeding back to the person who gave the feedback so that they know they are being listened to.

George is very supportive to his colleagues, often working extra hours to ensure the job is done completely and correctly. Recently, after identifying the need to improve results in our Gallup Survey question relating to teams having the tools and equipment to do their work, George ran some popular and successful workshops, where he encouraged his colleagues to give him feedback on both the service that his department offers but also on the technology itself so he can continue to drive improvements and push for better results. He also used the opportunity to gain an understanding into how the teams feel about the tools we provide them with, gather information on the things they would like to see and to share with them what the Business Support team is responsible for. These sessions were very well received and allowed George to adapt his style and approach in group sessions, also to gain experience presenting to a group.



George's team sessions with our CSRs!

George is also responsible for running projects looking into a number of different customer journeys and optimising our processes, namely:

- Where is my order?
- Refund & Exchange

These enquiries make up a significant number of the calls that our agents take, and by recognising this and working to improve them, George is prioritising effectively. His sole aim is to make these journeys as easy as possible for his colleagues and our customers and his activity has directly resulted in a number of trials to help speed up resolution by opening up the ability for advisors to contact Parcelforce depots directly (rather than needing to contact our Carriers team first). Initial findings of this trial is indicating a saving of 5% of calls into our Carrier team because our front line teams can deal with the query directly. We have not seen an AHT increase and the experience for the customer is much improved as we have seen First Call resolution increase by as much as 20% during the trial.

George has also taken responsibility for creating countless self-help documents for users, relating to both the hardware they use and the software as well as modernising our process maps to help make the employee experience as easy as possible. George is also very proactive; where he sees a gap in process, communication or knowledge, George is quick to create supporting documentation and communication tools to help plug those gaps and make improvements.



Examples of George's self help guides

George also has a fun side – he has now become well known as our Cupid on Valentine's Day, dressing in a pink tutu and delivering hand baked goods to Customer Operations for a fee in aid of Screwfix Foundation. He is also a great support for Children in Need, our annual opportunity to turn the Contact Centre over to the BBC to take calls for this great cause. George and his team also decided that they wanted to do a fundraising 'event' for Children in Need and George was key to getting this off the ground as he approached local businesses to donate the equipment. The aim was to cycle the equivalent distance from Yeovil to the most Northerly store at Elgin a total of 609 miles between 3 people in one day! The guys really put their all into the challenge, raising over £900 for such a great cause.



George's charitable endeavours, on his bike and as our very own Cupid!

George is a real credit to our contact centre team, he's the first line of help and is never flustered by new issues he's not seen before, using his charm and adaptable approach he is quick to discover and resolve problems for people.

Supplementary Information:

Danny McCall – Team Manager, Contact Centre

George is an extremely helpful and approachable person. I can always count on George to either fix or chase something that I have previously raised until it is sorted.

I know that if I have any system or KITS related issues that I can go to him and he has always been warm and welcoming to my teams. He puts the business support team in a very good light and is a real asset to the contact centre! Go George Go! ☺

Henry Clayton, Customer Service Rep, Contact Centre

George is a vital part of the team within the contact centre, doing work behind the scenes that can sometimes go unnoticed but is well and truly an integral part of how Screwfix as an inbound calling business works. A larger than life character who applies himself 100% every single day and will try and answer any query that comes his way, if he's unable to answer it for you he goes above and beyond to find the answer you require. He's a very creative individual with a bright and fun personality who's always thinking of ways to improve, not just himself but the business as a whole and making things easier for our customers and for us agents that deal with them on a day to day basis. Alongside his major contribution to how all our systems work and are maintained within the Contact Centre, he gets involved with various charity work for Children in Need and for the Screwfix Foundation, coming up with innovative ideas to how we can improve various events to cater for everyone's needs.

Sarah Best, Key Accounts Team Manager, Contact Centre

George has been an asset with supporting the day to day frustrations my team of agents have with anything system related. He will take on board feedback and actively seek understanding with examples like recently quotations not getting to our customers, sit with them when they want to discuss a particular system frustration (even when clearly passing to pop to the toilet!!), acknowledge e-mails and adhoc pop into team briefs to bring in the business focus on how important it is to get feedback and action it to make it easier for our customers and people. George also is an ambassador for the innovations that come from the Business Support team, spreading the word and relating it back to how this will make our jobs easier.

As a manager he has been a great help to me in managing the message of system issues when they happen with empathy to the team about what is happening, presence until there is a resolution and check ins that all is going well after, with assurance of what they are doing to make sure it does not happen again

Karen Harris, Assistant Contact Centre Manager, Contact Centre

George plays a key role in our operation and to all the colleagues within the Contact Centre whether this be management, Communications & Support or our 300+ customer service representatives. He works with an open desk policy and is extremely approachable which makes it easier for myself and other to get an immediate resolution when having any system or process issues with our Contact Centre Application.

I regularly call on George when trying to improve the setup of the CC and making equipment accessible for our users. He understands how important it is for our employees to have the equipment and resources to carry out their role and will aim to deliver this in the quickest time frames possible. His communication skills verbally and written are excellent and this is important when rolling out new processes to the floor.

We recently introduced a new Badge Printing Facility within the CC and George designed a step by step user guide so everyone could easily access the new facility. As you can appreciate, change can be difficult and even something simple as a system upgrade, George quickly identified the benefits and shared this when briefing this to the floor and also took time to go through this with anyone needing additional support. George has helped to implement a lot of our system/ process updates within the contact centre which has improved the service we provide to our customers, makes it easier for our people and makes the contact centre more efficient.

George is a great colleague and the support he provides to the operation is superb. Well done on the nomination George and very much deserved.