

## **Sasha Collin – Screwfix Contact Centre – Support Person of the Year Nomination**

Sasha is the Communication Coordinator for the Screwfix Contact Centre and has been in the full time role for three years. The Contact Centre has over 300 employees, handling up to approximately 40,000 calls a week and is an integral part of the Screwfix business, supplying products to the trade and DIY market. Screwfix is a fast paced and fast growing company, in terms of customer base, sales and physical stores, meaning each year the Contact Centre receives more calls, is involved in more projects and must adapt to suit the changing customer and their needs. Sasha produces an outstanding level of work and as her line manager, I truly value Sasha's energy, drive and commitment to her role and the Contact Centre.

Within her role, Sasha must deliver the following:

- **Daily Communication Briefs** - Each morning all Contact Centre Managers run through a twenty minute brief with their teams, covering all Business and local updates, created by Sasha.
- **Weekly Round Up Posters** - These feature around the Contact Centre focusing on good news updates, team achievements and social events encouraging maximum staff engagement.
- **Intranet Updates** – Sasha has sole responsibility for the internal web space. Staff access this tool daily for business, product, sales and social updates and information. Sasha has also taken on the project of redesigning the existing Intranet and working closely with store colleagues to improve and enhance the interface and agent's experience of working with it.
- **Urgent Updates** – it is Sasha's responsibility to recognise urgent updates and ensure all Contact Centre staff are made aware of any critical updates in a timely and appropriate manner.
- **Agent Feedback** - Sasha is part of the Employee Consultation group, where they review suggestions and feedback of the agents in the Contact Centre. She will then voice the feedback and communicate in the necessary way to drive engagement and a positive working environment.
- **Sole Coordinator of Stationery** – Ordering, returns, stock management etc – this is not a particularly stimulating job, however Sasha has changed the way that this is done and now audits regularly

Since working at Screwfix Sasha has completely redesigned all of the regular communications that reach our teams and is a vital, valued and integral part of the Contact Centre team.

### **Above and Beyond**

Sasha goes above and beyond the call of duty, making the role her own and living and breathing the Screwfix brand. She has recently solely implemented the following communication initiatives into the Contact Centre which are increasing sales & staff engagement, ensuring that we continue to work more effectively:

#### **Price Plunge TV**

- Sasha identified that there was an opportunity to engage agents with sales and support the business to reach its commercial goals
- Working with Buying, Supply Chain and Finance, she ensured the right products were selected and that the benefits were more than just an increase in sales in the Contact Centre, but to clear out whole lines of Clearance stock from our warehouses so that we can order in thousands of brand new lines – positively impacting the whole Business in the long term.
- The exclusive prices negotiated meant that the agents had a more enticing reason for the customers to buy and by using TV shopping channel style creative, it was both engaging and fun to the agents.
- The results were staggering, clearing several pick faces in the warehouse (and continuing to do so!), helping to enhance supplier relationships and clearing overstocked lines in the warehouse, crucial to the Screwfix business being able to intake new and exciting products.

Sasha's commercial awareness and focus on the benefits really drove her to create an interesting and exciting new project, now known affectionately as 'Price Plunge TV' due to the creative style Sasha presented. Recent feedback from the agents was wholly positive, with the exclusive deals and the creative approach really sparking the imagination of the agents.

### **Coordination of Catalogue Launches** – Making sure the new catalogue lands with a bang.

- Sasha works tirelessly to ensure the quarterly Catalogue updates land well within the Contact Centre.
- She liaises with Marketing to ensure the Contact Centre has enough samples of everything mailed and coordinated the desk drops over the weekend so everything is available prior to the CSRs starting their shifts.
- Comprehensive Marketing Buzz sessions are also prepared by Sasha to give the agents an overview of the current mailing cycle so that they can, in turn, share this valuable commercial information with their customers.
- One of Sasha's recent accomplishments was a catalogue launch week sales incentive. Sasha facilitated meetings with Team Managers to generate ideas, oversaw the implementation and communication during launch, sourced prizes, as well as ensuring feedback was captured to improve for next time. In the weeks after Catalogue Launch, the Contact centre smashed their sales target by almost £20k!!

### **Supplier Days** – Organising as many Supplier Training days as possible for the Contact Centre.

- Sasha has taken full responsibility for arranging a year's plan of Supplier visits in 2014 to enhance knowledge and improve product awareness to support Sales within the Contact Centre channel and beyond.
- This is a difficult task as it involves managing agent resource, Suppliers and room bookings to ensure these events are a great success, plus coordination of continuous feedback to ensure all events remain relevant and useful for all involved.

### **Event planning** – Keeping it social in the name of charity.

- In 2013, Sasha organised a number of events, creating a great social calendar and keeping the staff engaged in the business. Fundraising events throughout the year for The Screwfix Foundation including Car Washes, running a Pick and Mix Cart and Savoury and Cake Sales raising over £1,000 in charity funds against a target of £500.
- Sasha also volunteered to be part of the Screwfix Charity Committee which includes extra responsibilities for administrating the funding applications to the Foundation.
- The Contact Centre staff Christmas Party plus a separate children's Christmas Party over a weekend, for staff to bring their families along to enjoy the Christmas buzz. Sasha managed the budgeting for these events also, taking responsibility for spend and the event itself.
- Children in Need, where the Contact Centre takes Donation and Pledge calls on behalf of the BBC for the appeal night. Please see additional A4 sheet below for Case Study details.
- 2014 is no exception, with many Charity and Social events planned.

### **The Voice of the Contact Centre**

Sasha is so passionate about the company and the Contact Centre she makes it her mission to be the link between departments, making sure the Contact Centre is represented and heard. She works tirelessly to maintain key relationships across the business. Her networking with Marketing, Buying, IT, Recruitment & Facilities has really shown her key skills and enhanced her role beyond any job description.

Her positive, energetic nature with a can-do attitude and an eye for detail makes her a pleasure to work with. Sasha's level of focus on her own objectives and those of the Contact Centre and the wider business is unwavering and she always strives for the best result.

To sum up; since day one Sasha has massively exceeded expectations. She is a real 'idea's lady', a positive role model, has huge energy, passion and enthusiasm for the company as well as a drive to do the right thing (and do it well!). She is a huge asset to the company and I feel should be recognised for her continuous hard work and dedication.

**Page One of Additional Submissions - Feedback** – to further support my nomination of Sasha here are what some of Sasha's colleagues have said:

- Feedback from Andrew Livingstone, Screwfix CEO after Children in Need 2013 –

*"I just wanted to drop you a quick note to say what a fantastic job you did of organising everything for the Children in Need evening last week. You are very kind and it is very much appreciated by the whole Board."*

- Feedback from Chris Chapman, Marketing Manager after an induction of the Contact Centre –

*"Thank you for your time this afternoon, the agenda worked well and I was able to see (or hear!) a number of different things – I think it's the most notes I've taken in my three weeks here so was very useful! My role will mostly look at enhancing the customer experience and developing the Screwfix proposition over time, so gaining and maintaining an understanding of the more direct touch points we have with customers is really valuable."*

- Feedback from Susanne Sodo, a Team Manager that Sasha helped with a Team Brief –

*"Can I just say how amazing I think Sasha is. She has been so helpful helping me with my material for my Team Brief, nothing is too much trouble. She is a legend 😊"*

- Feedback from Becky Hale, Trainer, after Sasha changed the format of Team Briefs –

*"I just wanted to give you some feedback on the noise daily, because I have really noticed a difference this morning. When I opened the noise daily this morning I was struck by the overall presentation of the information. Visually the PowerPoint had a positive impact on me, which made me want to read all the information. It now has an identity/brand which you have created and it looks really professional. You have demonstrated to me that you have moved away from following old formats and now you're embracing your creative side, you're now considering not just what you have to communicate but how to really sell the information visually."*

### **Children in Need 2013 Case Study**

In 2013 Sasha took on the responsibility of organising one of our biggest social events of the year; Children In Need. The annual event took place on Friday 15<sup>th</sup> November, where we took calls on behalf of the BBC answering and processing Donations and Pledges from people across the UK. Sasha had the task of liaising with the BBC for Terms and Conditions, Guidelines, Technical Standards and Call Regulations.

She also made it her mission to encourage more than 100 phone volunteers to donate their time for the special cause, create an engaging fancy dress theme, source enough refreshments for everyone for the whole evening and provide entertainment to keep our volunteers amused until the early hours, whilst managing a tight budget. Sasha was kept very busy on Appeal Night; giving briefs, setting people up on the systems, helping with any phone or technical queries, refreshing food and drink, coordinating competitions, quizzes and games, getting hundreds of photos and ensuring the night went off with the right kind of bang. Overall Children in Need was another massive success, she gathered 134 phone volunteers who answered 2,200 calls between 19:00 – 00:30 and took over £77K in Donations and Pledges!

