

MAIN ENTRY

Kristi-Anne joined Ovo as an Operations Manager in 2013. In January last year she took the leap of faith to move to a whole new area of the business where the focus was to grow it within the next 12 months. At this time Kristi-Anne had a department of 40FTE with 30k customers which has grown to 95FTE with 130k customers. Kristi-Anne leads through her team leaders in a way that shows passion and determination. She manages to make it look easy by having fun on the journey but never loses sight of her objective.

Kristi-Anne began by building a strong team around her. Due to it being such a new business F&P was a key area along with the Training and Development of new and existing staff. Having these in place and also managing them directly enabled her to make the fundamental decisions for the strategy within the business. Working closely with the Commercial Managing Director and Sales Director she was able to implement some key changes to processes within Pay As You Go that helped deliver the increase in customer satisfaction. For example, following continued customer feedback of smart meter capacity issues, she led the change of booking smart meters at sign up which gave the control back to the customer so they can book in an instance rather than having to wait for an agent to outbound call them or even the customer having to call in themselves. This saw an immediate uplift in customer satisfaction of +20NPS. Kristi-Anne has worked closely with the process improvement team throughout the year to further help change processes that proved pain points for our customers and the business for example the claiming back of misdirected payments which was a result of a missing process.

In September 2015 the Pay As You Go department saw their first large scale campaign. Kristi-Anne led the recruitment strategy and built a new telesales team within the contact centre to handle the influx of sales calls. Through a focussed and rigorous enrolment process that she designed the team saw a strong conversion performance of 52% against a target of 40% and during this time took on nearly 40k customers in just 2 months. As a result of the high performance of this team, the concept was proven, and Ovo decided to launch a direct sales channel through a third party. Kristi-Anne further built this team and managed the relationship with the 3rd party to build a 20FTE telesales team within Ovo. During this time of huge growth the Pay As You Go department also saw the release of a new billing platform which the customer service team had to implement and embed whilst continuing business as usual. Kristi-Anne managed this change and helped deliver this into the call centre, making sure that processes were as smooth as they could be for the agents so that it supported the telephony targets and everyone was trained in time for go live.

Employee engagement is a key area of focus within Ovo and with the growth of the department came a lot of change and new faces. Taking the feedback from The Times top 10 employer, Kristi-Anne built a plan with her team leaders. She appointed someone to look after reward and recognition which enabled some clear attention on this area. Kristi-Anne joined every new induction group to get to know the agents and created a feedback forum called "Think Tank" which allowed agents to bring process improvement ideas or general feedback to her and the team leaders face to face in an open environment. This became such a great success that the wider business decided to adopt the same approach.

Due to the large increase in department FTE Kristi-Anne gave the opportunity to promote from within the teams and promoted 2 agents to team leader level. She worked closely with these team leaders to give them the support and development they needed by observing conversations, 121's and coaching. They are now part of the larger leadership programme and on their journey to becoming great team leaders.

Kristi-Anne is an experienced, high performing and well respected contact centre manager. Her high expectations create an excellent operation when coupled with inspiring leadership skills where she empowers her team to make decisions, and inspire change also creates an excellent team around her. She acquires the best in people by utilising their strengths and supporting their development needs. Gaining the respect of others by her role model behaviour. All the above is strong evidence for her to be put forward for the contact centre manager award.

Below is a testimonial from her Head of Customer Care - Sharon Dawson

"I have worked with Kristi-Anne for the last 18 months and the amount she has achieved in that limited window has been exceptional. Kristi-Anne has single-handedly led her department through a sustained period of significant growth whilst there has been immense process change and succeeded in delivering strong customer service levels whilst keeping her people engaged and motivated. This is a tremendous feat. Kristi-Anne is a role model in her approach, is delivery focussed and still manages to ensure every day is fun for her team. Kristi-Anne is an integral member of the Customer Services leadership team. I have no doubt that we would not have seen the level of growth, performance or engagement with anyone other than Kristi-Anne at the helm of our Pay As You Go contact centre."

Below is a testimonial from one of her Team Leaders: Matthew Cassidy:

"Since becoming a team leader at the beginning of the year, KAB has been supportive whatever the situation, whether this be just checking in on day to day life or quarterly review meetings. Even when you are going through a bad time inside or outside of work she is never too busy to give a helping hand or give as much advise as she can. She is a role model on the floor making agents and team leaders feeling valued and never forgets the little things that make the big difference."

KAB is extremely dedicated; highly respected, hard working and collaborative in her approach. She truly deserves this recognition.

ENTRY SIGNED / APPROVED BY ENTRANT

Signature:

Kristi-Anne Baker

Return completed entries:

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