

Press Release

28 February 2008

For Immediate Release

Call centres benefit from coaching

Call centre businesses in Lancashire are benefiting from a new programme that aims to increase profit and improve staff effectiveness through coaching.

The Certificate in Business and Executive Coaching, from Preston business coaching company, PINNA Ltd, is designed to enable participants to apply coaching skills and knowledge to their workplace, to improve team performance and the organisation's bottom line.

"We are only too well aware that call centres sometimes have a barrier to high performance" said PINNA director Jack Rowlands. "This course aims to tackle issues of high staff turnover and absenteeism, and provides strategies for increased motivation, which will of course then lead to improved productivity."

The course itself, a vibrant fusion between academia and the practicalities of coaching, has credit recognition by University of Central Lancashire (UCLAN). It is believed to be the only coaching course in the North West to carry the equivalent of a Postgraduate Certificate corresponding to the first year of a Master's degree.

With such structured coaching, PINNA believes that call centres of every size will typically see 20% increase in their bottom-line and significant improvement in both job satisfaction for their employees and enhanced feedback from their customers.

"The ability to offer qualifications in business coaching at this level, coupled with our practical approach, has made this an extremely popular course," adds Rowlands.

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Company registered in England and Wales No. 4140784

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More information on Pinna can be found on www.pinna.co.uk

Details of these courses can be found in the events section of the newsletter.

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