

Media Release
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Melbourne, Australia.

Interflora rewarded a whole bunch

International flower ordering network, Interflora, is about to complete a year long personnel transformation based at their Australian Customer Service Centre in Prahran. This change has resulted in the development of Interflora call centre staff – who are now personally committed to their companies culture and performance.

The People Matrix Group (PMG) team has been working with Interflora's contact centre staff and management to raise their service and sales standards and leadership competencies. These improvements have been made via the facilitation of the Outstanding Leaders program, which includes Certificate IV in Telecommunications (Call Centres).

PMG Managing Director, Michelle Heriot, reflects, "There has been a marked change in culture at Interflora since commencing the program in 2002."

"It's been amazing witnessing the changes in staff attitude and how they've developed a strong sense of commitment to Interflora's corporate performance. This is constantly reflected in their ideas for developing a culture of continuous improvement," Ms Heriot concluded.

Interflora Customer Service Manager, Denise Mercouriou, said, "The skills that staff have learned in the program have contributed to the continuous improvement of our contact centre."

"As a result, we have now a stronger emphasis on sales and an improved conversion rate. Customer service skills have been 'refined', workflow management processes have been improved and streamlined, and staff have been more focussed on business drivers and strategies. Staff now understand how their individual input and performance affects the business," Ms Mercouriou enthused.

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