



BUSINESS

Success Story



Money Penny and Plantronics – creating the comfortable working environment

Money Penny
moneypenny.co.uk

Location:
UK and New Zealand

Industry:
Business Services

Headset Users: 300

Services:
A market leader in personalised telephone answering services, supporting businesses of all sizes from sole traders to multinational organisations

Business Challenge:
Delivering a comfortable and effective working environment, eliminating background noise

OVERVIEW

Founded in 2000, Money Penny is a privately-owned family business and the UK's market leader in telephone answering services, looking after telephone calls for small-to-medium businesses through to multinational corporations. With over 6,000 clients and handling 8,000,000 calls per year, the company delivers a personalised approach to telephone answering with exceptional customer service, as Money Penny is driven by client-dedicated PAs and Receptionist teams who work in harmony with and consider themselves part of their clients' team. The exceptional calibre of these teams has been recognised by the Sunday Times UK newspaper as one of the Best 100 Places to Work.

PROVIDING THE 'HUMAN TOUCH' TO A BUSINESS WORKING ENVIRONMENT

Money Penny is based in the UK with 300 people working in 3 main telephone answering facilities on one site, with a further site in New Zealand answering calls during the UK's overnight timeline. The company prides itself not only on its personalised approach to telephone services and in the people they employ and nurture, but also the working environment. In addition, Money Penny's clients are incredibly loyal because of the company's approach to business and many who partnered with Money Penny some ten or more years ago are still with the company. Money Penny's staff turnover is also negligible.

Glenn Jackson, Managing Director for Money Penny sets the scene, "There are many telephone answering service companies in the UK and across the world, but our ethos has always been to look after our staff as much as we look after our clients. It's all about a strong, working partnership where every element must feel human, natural and comfortable. Each client is looked after by a team of four, their individual PA and her team of 3 in support. Each team works for clients as if they physically work for that company, in other words, they feel part of the client's organisation and often communicate on 'first name terms' with regular callers. To be able to deliver this process, we pride ourselves on the working environment we work hard to create."

plantronics.

Plantronics Solution:
SupraPlus Wideband
EncorePro

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Money Penny has most recently refurbished its sites to provide a comfortable, almost home-style working environment. Space and comfort are central to this and the company undertook a sound masking process to make sure every member of staff is working in a manner which truly makes them feel they are holding a personal, one-to-one conversation each time they are on a call. Glenn comments, *"The process of creating a wholly different contact centre environment is almost to start with a blank sheet of paper, making sure you deliver an effective environment but with a human touch."*

The company undertook a process of understanding the physical environment even to the point of benchmarking workplace effectiveness with the likes of the Leesman approach and scoring (www.leesman.co.uk) – measuring how well office environments support employees in their work. The results scored workplace satisfaction through to measuring and benchmarking the performance of their physical working environments.

This process was coupled with physically changing the working environment with curtains rather than blinds, comfortable furniture e.g. sofas, and soft furnishings. Each person is given more working space than typically found in contact centres, with foam-backed surrounds on hard surfaces and speakers in the calling areas to push out white noise.

PLANTRONICS DELIVERS COMFORT AND SUPPORT

Each team of four has their own working environment and clients to support. They have sound-masking boards between them but only at a level to minimise noise and at a height where they can still liaise with each other and work as a team. Every member of staff has a Plantronics SupraPlus or EncorePro corded headset, which are also renowned for long time periods of wear, comfort and with noise-cancelling features. Glenn comments, *"Plantronics is a natural partner as part of our whole working environment process as their headsets are designed for comfort, durability and flexibility along with the noise-cancelling function. Also, our staff can choose a headset style to suit their personal requirements. As part of our research for the refurbishment, Plantronics also invited us to their EMEA site in the UK where we could see the level of detail they had delivered for an effective, flexible and smarter working environment. We wanted to mirror this approach as we could see the overall well-being of their staff."*

Today, Money Penny continues to enjoy both the happiness and health of their staff in the knowledge that they have delivered a truly effective style and approach to a contact centre environment, and maintain solid working partnerships with their clients due to their approach to customer service excellence.

Glenn concludes, *"Typically contact centres experience a 35% staff attrition rate per year. We experience virtually zero as staff leave only for natural reasons e.g. career change or physically moving town, cities, countries etc. In fact, we enjoy a waiting list for staff wanting to join us! As part of our recruitment process we make sure each applicant understands and experiences our environment so they feel they want to be part of Money Penny. Our staff report that they feel they are part of their clients' organisation – often being invited to their company events. Our PAs naturally deliver a personalised service and enjoy coming to work and we feel this is in many ways attributed to our working ethos, the environment we have created and maintain, and the support from our partners, such as Plantronics."*

PLANTRONICS — THE VOICE OF UNIFIED COMMUNICATIONS™

Plantronics offers one of the industry's most complete families of corded and wireless products for unified communications. Widely recognised for their sound quality, reliability and comfort, Plantronics' audio solutions help companies extend the benefits of IP communications throughout the extended enterprise, fostering better business communication and efficiency regardless of where professionals are working. To view our full range or to trial our products please call us on 0800 410014 or visit our website plantronics.com.

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**GLENN JACKSON,
MANAGING DIRECTOR,
MONEYPENNY**