

BUSINESS PROFILE: Sky



“Sky selected Sheffield because of the availability of highly skilled, customer centred employees. Sheffield has a rich pool of talented prospective employees and our decision to base ourselves here is really paying off.”

Rob Sargent, Head of Service Centre

Sky entertains and excites more than 10.6 million homes through the most comprehensive multichannel, multi-platform television service in the UK and Ireland. Since launching Sky Broadband and Sky Talk in 2006, the company has also been the UK’s fastest growing home communications provider.

In May 2011 Sky’s Sheffield customer contact centre opened, it takes a variety of inbound customer service calls ranging from supporting customers Sky TV, broadband or home phone services and answering specialist technical issues. The centre is in a prime city centre location meaning the transport links for employees, into and out of work, are excellent.

“Since Sky Sheffield opened its doors in May 2011, Sheffield has constantly aimed high and achieved some fantastic results. Sheffield prides itself in delivering fantastic customer service.”

Rob Sargent, Head of Service Centre

Around 500 employees are based in Sheffield and approximately 130 of these are students. There is a mix of full and part time staff and Sky pride themselves on working closely with the local universities to provide students a platform to live, work and study in the city. Sheffield Hallam University

recently presented Sky with an employment recognition award for supporting local students.

“We have found Sheffield to be an excellent location, full of talented, hardworking people with two fantastic universities in close proximity that continue to attract some of the best young talent in the country to them and this city.”

Gill Noble, HR Business Manager

Sky recognises the benefits of employing people with different qualifications and different experience – every individual with the right attitude, whether with university-level qualifications or vocational skills, can provide value to the business.

Sky want their people to be the best they can be, they invest heavily in their employees so that they can develop their talents and reach their potential. A Sky training programme is currently being rolled out across the customer service and sales staff in Sheffield and across all their UK customer contact centres. It awards employees with an industry recognised qualification accredited by the Institute of Customer Service. The Sky Development Studio, an e-learning single talent development system for all employees, offers 24/7 online access to a wide range of learning resources.



In Sheffield Sky runs a “Customer Experience Leader Development Panel” enabling bussing leaders to step into the role. By 2012 three advisors have already become Team Leaders and two part time staff have successfully applied to the Sky Graduate Scheme.



Sheffield

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"Creative Sheffield have been a great support both through Sky's decision making process in coming to Sheffield and then throughout our time here to date.

From providing invaluable insight into the local area and assisting us with making some great contacts, to being a respected and independent sounding board whenever we have needed them.

They always find the right balance to ensure that they are extremely supportive and accessible."

Rob Sargent, *Head of Service Centre, Sheffield*

