

Case Studies



STATE GOVERNMENT OF PAKISTAN

The customer

The State Government of Pakistan wanted to jump-start their entry into the BPO space, for which they wanted to train 1,500 unemployed youth to take up jobs in the sector.

The need

The youth who needed training were Graduates and Under Graduates. They needed to be trained on the functioning of a call center, and language & soft skills required on the floor. The objective of the training was to arm the agents with the skills that would help them become employable with the BPO sector.

What we did

Evolv created a 6-month training program for agents on Language & Communication, Customer Service, Telesales, Computer Basics & Call Center Operations, and Management to equip them with call center basics and help them eliminate speech idiosyncrasies. Practice sessions and periodic assessments for each module taught were conducted to ensure agents come up the curve. An English Café is being run every Saturday during the 6 months training, aimed at improving at free speech, conversational skills and overall language ability of the candidates.

How it helped

Basic vocabulary building exercises and grammar training coupled with intensive practice on free speech helped participants to express themselves in English. Participants are now able to carry out simple, grammatically correct conversations in English.