

# Yell Case Study

Yell UK has a reputation for business excellence and so turned to the expertise of TalkFreely when it needed to engage with staff working in a challenging environment.

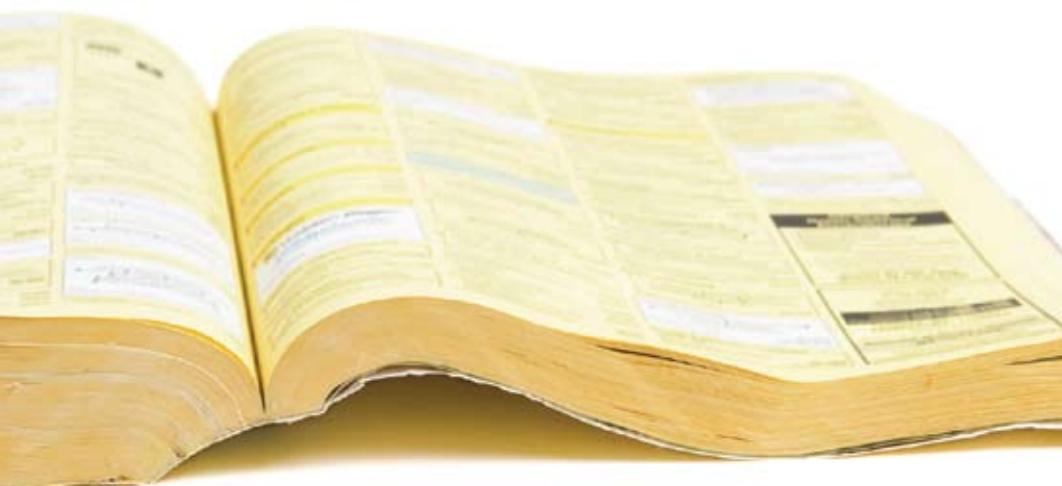
The firm's prestige is built on its Yellow Pages superbrand and a portfolio of phone-related products and services including 118 24/7.

It is committed to engaging with its employees to enable them to fulfil their potential and use feedback to improve efficiency and customer service. It has Investor In People 'Champion' status and frequently wins awards for workforce development.

So when Yell was faced with the difficult challenge of drawing the best out of the employees at its Business File call centre, TalkFreely's flexibility, speed and ease of use provided the perfect answer.

**“TalkFreely allows us to unleash the power of feedback - the most valuable tool for a modern business”**

Michael Flynn - Business File Manager



## The Challenge

Yell UK: 3,500 staff  
HQ: Reading  
Focus: The Business File division responsible for contacting new and existing customers and updating entry details

## The Problem

Like all call centres, Business File is a high-pressure environment where it used to be hard to engage staff. There is competition to achieve targets, high turnover bringing a constant flow of new employees and a mix of full-time, part time and temporary staff. The company realised there could be a goldmine of untapped potential in its workforce but couldn't pin it down. TalkFreely had the answer.

## The Solution

TalkFreely supplied Yell with a simple, customisable web-based structure to encourage and manage feedback: a formal way to make sure the company listens to its staff and they can see they are being listened to. It was a fundamental shift and it produced spectacular results.

Employees now tell it like it is, openly and frankly. The amount of good quality, detailed and useful feedback provided by staff has doubled – with direct benefit to the business. They see their opinions are valued and acted upon, morale soars and they work better. Managers can make decisions more easily – and make the right decisions.