

Trade Act Recruitment - Call Center

Purpose

To provide information about the TAA Call Center, the next phase of our plan for recruiting more trade-affected workers for training and other service funded with Trade Act funds.

Background

We have provided and tracked service for sixty-six (66) trade-affected customers since October 1, 2009. Approximately 2,000 trade-affected customers are eligible for service funded with Trade Act funds.

Earlier this year, we began recruiting trade-affected workers for service. We emailed a first and second offer of service and mailed post cards twice to customers who didn't respond to email offers. We are preparing for the next phase in our recruitment plan – calling customers to offer appointments with career office staff to discuss training and other service. We've hired a call center, through Gilbreath Communications to call all trade-affected customers who have not come in for service.

We expect career offices to have knowledgeable staff scheduled and prepared to serve customers at the scheduled appointment time. Staff must be prepared to provide an orientation for Trade Act service, answer questions about service, discuss training options, develop an employment plan with the customer and provide or arrange other service to help the customer get a job, keep a job or get a better job.

Overview of the Recruitment Call Process

Beginning Monday, December 13, 2010 - three customer service representatives will call customers to offer service. When possible, the rep will schedule an appointment for the customer with a "Trade Adjustment Specialist" at a career office. A copy of the script is attached to this email.

- Call Center Reps will schedule appointments at least two days in the future.
- We have two new staff members dedicated for TAA, Tina Wilson and Claudette McClellan. These staff report to Stephen Moore and are stationed with the UI Placement team, located in the same building as the Downtown career office. Tina and Claudette will call customers to confirm appointments and check to make sure offices are ready to handle appointments.

- Dionne Moore of Gilbreath will email daily reports of scheduled appointments to our list of staff contacts. We will include a column on the spreadsheet for you to report if the customer shows for the appointment.
- At the end of the call cycle, we will provide you with a report providing feedback from customers. We expect the first call cycle to take three weeks.

Information Resources for Staff

- Trade Act – Rules and Procedures are on the web at <http://www.wrksolutions.com/staff/tradeact.html>
- Staff available to answer questions, provide assistance:
 - Claudette McClellan: 713-658-0966, ext. 1209, claudette.mcclellan@wrksolutions.com
 - Tina Wilson: 713-658-0966, ext. 1215, tina.wilson@wrksolutions.com
 - Ginger Rogers: 713-993-2409, ginger.rogers@wrksolutions.com

Attachments

- TAA Recruitment - Career Office Contacts spreadsheet
- TAA Recruitment – Call Center Script