



# CASE STUDY

Texthelp

February 2020

## The Challenge

Our staff have a budget to book their own training each year. We found they were booking themselves onto similar courses with a variety of different training providers at different times. Many staff were booking open courses with other suppliers and these courses were being cancelled on a regular basis. Those staff who attended training events successfully found providers quality of training varied greatly which was showing up on the training evaluation forms.

We also needed to consider our staff turnover is very low and we are a rapidly growing company. Many people change role through promotion, which requires a change in skillset. Development needs are also identified during their annual performance reviews. We need to be sure staff can be upskilled quickly and with high quality training.

## The Solution

On analysing the evaluation results and reliability of open courses running we decided we would make Cosensa our primary supplier. The decision was easy; Cosensa commit to running any open course our staff book on (even if it means training on a one to one basis). Their trainers are always knowledgeable, dynamic, engaging, current and, very importantly, practically experienced in the subjects they train.

Cosensa also run in-house events for us, tailoring them to our needs. For example, in 2019 we ran the **Management Development with Insights Discovery** programme for a group of new managers. This was after careful consultation. Cosensa provided us a variety of leadership training options dependent on our desired learning outcomes and budget. Two weeks of group coaching followed the one day Insights Discovery course and as a result we have seen some excellent improvements in communication and relationships, with teams and individuals.

We have asked all staff to go to Cosensa in the first instance and we joined their Management Club. This annual scheme provides us with significant savings as a result of the volume of training we book. We are also very pleased that Cosensa offered to be flexible and come to train our staff on site when ours is the only booking confirmed on an open course. Many of our staff do not like to travel and when Cosensa realised they fed this back to us and came up with this very helpful solution. These are just some of the courses our staff have attended with Cosensa:

**Coaching Skills | Managing Difficult Conversations | The Art of Effective Communication  
Presentation Skills | Managing Conflict in the Workplace | Customer Service Training  
Advanced Coaching Skills | Introduction to Supervisory and Management Skills  
Advanced Selling Skills | Positive Influencing Skills | Assertiveness at Work  
Business and Report Writing Skills | Preparing an Induction | Time Management**

## The Outcome

Cosensa's training has supported our philosophy of developing skills for our growth, helping us make our company more successful. We can succession plan with confidence knowing Cosensa will support us developing the right skillsets for our workforce. We have seen measurable improvements in staff product ownership, skills for the future and an attitude of wanting to make Texthelp a great place to work. We have managers and staff who are more agile, faster, effective and have improved decision-making capacity. In turn, we have seen improvements in overall productivity. Feedback from staff continues to be positive and we know we can rely on Cosensa to deliver the training we need, when we need it.

Some example feedback comments include:

**As it was a one-to-one session, I was given advice and training about specific aspects of selling that applies to my role. Vidette took a real interest in how exactly she could help me rather than a general sales course. I would HIGHLY recommend, this was one of the best courses I have been on.**

*Ethical selling - an Introduction to Effective Selling Skills, June 2019*

*Recruitment Interviewing Skills incorporating N.I. Legislation, February 2018*

**Brian was brilliant. He answered questions very well, gave examples that were practical and everyone could relate to. He made the training enjoyable by involving everyone.**

**Having the Insights Report as part of this training was invaluable as well as being an added extra that you can really study and understand who you are as a manager. Marion Letham is a fantastic trainer, we gained so much from our 2 day session with her. She is very approachable, friendly and encouraging. Her insights and knowledge on this topic were top notch. I will be recommending that other new managers in our organisation complete this course and indeed that we use Marion as a trainer on other related courses.**

*Management Development with Insights, May 2019*

*Advanced Presentation Skills, February 2018*

**Vidette was great!  
I really enjoyed her energy and how well she presented the course.**

## Testimony

We have been working with Cosensa since 2011. They are very responsive, flexible, collaborative and easy to work with. We have confidence in their trainers and the feedback from our staff is excellent. Being confident that courses will run and that our people are trained in the skills we need, when we need it, is invaluable to us. This helps our scheduling and the day to day running of our business. We recommend Cosensa as a delivery partner. They have great flexibility, reliability and we look forward to continuing to work with them as our training partner.

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**"Course was presented at a good pace with plenty of room for interaction. It never felt that Brian was charging through the syllabus, he was happy to tailor to his audience."**  
*Advanced Presentation Skills*

