

Testing



CASE STUDY

How does Pekao Direct use the Dolineo e-learning platform to develop employees of the Bank's Contact Center?

Client Profile

Pekao Direct is one of the most modern and largest contact center companies in Poland. It is part of the Pekao Group and specialises in comprehensive remote service for customers of Bank Pekao S.A., providing them with comprehensive support.

Pekao Direct has been operating on the market for 20 years, constantly focusing on innovative solutions. The company employs about 1,000 employees of various age groups. These are both young people under 25 who are just entering the labour market, as well as people aged 55+. The teams operate in two locations: Kraków and Łódź.

The company can be proud of many awards and distinctions. This includes the Best Employer of the Year 2020 in the Contact Center services industry according to the prestigious Złota Słuchawka (Golden Handset) Competition, or as many as fifteen awards in the Telemarketer of the Year competition which rewards specialists that work in contact with customers.

"Training is the most important aspect of preparing our employees to perform the responsible function of customer service and support of one of the largest banks in Poland. The pandemic has changed the approach to this process. We needed a solution that would allow to reduce the use of traditional training forms to some extent and replace selected areas with e-learning."