The Challenge: Cerebral Palsy of MA provides a continuum of services for children and people with disabilities in MA to encourage independent living and self-sufficiency. Services offered include over the phone and in person assistance with navigating healthcare and benefits systems. CPM experienced increased demand for their services and noted that increases in call volume and requests for in home visits were yielding higher error rates and longer times per call/per visit.

The Solution: Cerebral Palsy of MA utilized a WTFP General Program grant to provide training to call center staff and in-home presenters intended to streamline processes and reduce errors. Time management Training for call center staff focused on problem solving skills and time management while presentation training for field staff focused on designing and presenting information clearly and effectively.

The Results:

“We are a much better organization as a result of the new skills our employees developed and implemented”

- Cerebral Palsy of Massachusetts

11 net new jobs created
10% improvement in productivity for in-house presenters
30% reduction in consumer error
5% wage increase for all trainees
7% improvement in call center staff productivity

For more information on the Workforce Training Fund Program, including eligibility information and how to apply, visit www.commcorp.org/wtfp