

Q-Step Placement Host Profile

Michael Turner, BMG Research

Michael Turner took a Q-Step student on placement at BMG Research, an independent research agency.



Briefly describe the projects that your placement student worked on with you.

Tom led from beginning to end (with support and guidance from BMG), a call-centre evaluation project designed to improve the recruitment, retention and productivity of our call centre staff.

The project was presented to the board at BMG and will help shape a critical part of BMG's 5-year business plan and many of the findings have been implemented already.

Tom also helped with other general day-to-day projects.

What did the Q-Step student gain?

- Technical and analytical skills.
- Presentation and reporting skills.
- Analysis of new data.
- Working in a busy office environment.
- An opportunity to make a real difference to a £9.5m turnover company in a competitive MR industry

What did your organisation gain?

Valuable insight for our call centre development programme and critical detail for the company business plan.

Tom also helped on several other projects across the business.

What skills did the Q-Step students bring?

- Enthusiasm and a critical and dependable mind
- A good basic level of technical skills
- Dedication and diligence
- Tom was trustworthy, presentable and took direction well. When combined with his initiative and quant skills, this was a valuable set of characteristics.

What challenges, if any, did hosting a student present to you/ your organisation?

Planning, data security, organisation of internal guidance and more responsive support retrieving relevant data sources and also proofing work to move onto next phases of the project.

Time also. 4 weeks of 4 days was not enough. So, we continued with Tom for a further 7 weeks.

Will you/your organisation to host more Q-Step students?

Yes – definitely.