

Abstract

Graduation theses considers training needs analysis at concrete company's call center. Analysis goal is to find out reason of insufficient service in areas concerning company education. The theses mentions exploring key areas and formulize key question of research, which is what employees know about education. Taking decision about qualitative type of research and data acquisition method, such as questionnaire, observation and document analysis, follows. Collected data are transcribed and encoded to allowed deeper analysis. Theses proofs that level of knowing between the employees is not sufficient and homogenous. Suggested action plan concern immediate change of communication and following education structure and long term recommendation, which is need of new, proper and complex analysis. Theses describes regular procedure advised by technical literature as well as true experience including changes forced by call center operating.