# IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2024
# HINTS & TIPS

DOROTHY O'BYRNE, MANAGING DIRECTOR, CCMA IRELAND.

# AGENDA

- **Why Enter the Awards**
- **Overview of 17 Awards**
- **Overview of the Judging Process**
- **Hints & Tips**
- **Dates for your Diaries**
- **Q & A**

CCMA
2024

IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

CCMA
Customer Contact
Management Association

# Why Enter The Awards?

- Acknowledge and celebrate the highest standards and excellence within Ireland.
- Showcase what is best about your CX operation.
- Provide organisations the opportunity to be recognised for their ability to deliver excellence in customer services, sales and technical support.
- Give recognition to key staff and teams.
- Springboard for entering European & Global Awards.
- Entrants are from indigenous, multinational and international companies and public sector; and from multiple industry sectors - financial services, Telco, healthcare, IT, travel, entertainment and leisure.
- Have something to celebrate and look forward to!

**CCMA**
Customer Contact
Management Association

# Overview – 17 Categories

- 17 separate categories recognising key elements of a customer contact and shared services operation namely;
- **People**
  - ❑ **Professional of the Year – Customer Service Advisor**
  - ❑ **Professional of the Year - Team Leader**
  - ❑ **Professional of the Year – Support Professional**
  - ❑ **Professional of the Year - Manager**
  - ❑ **Team of the Year**
  - ❑ **Support  Team of the Year**

- **Processes & Channels**
  - ❑ **Training & Development**
  - ❑ **Use of Technology – 2 categories – Transformation Programme & Technology Project**
  - ❑ **Use of Digital Channels**

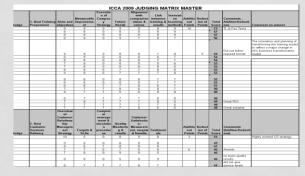# Overview 17 Categories

- **Operations**
  - ❏ **Outsource Partnership of the Year**
  - ❏ **Best Customer Experience in Private/Commercial Sector**
  - ❏ **Best Customer Experience in Public/Voluntary and Non-Profit Sector**
  - ❏ **Customer/Shared Services Centre of the Year – Small**
  - ❏ **Customer/Shared Services Centre of the Year – Medium**
  - ❏ **Customer/Shared Services Centre of the Year – Large**
  - ❏ **Best Employee Engagement**

# Judging Process

- **Panel of 15 Judges and Chairperson**
  - **Judges individually submit scoring matrix in advance of judging day**
  - **All scoring matrices collated into master for judging day**
  - **Compile Shortlist & schedule interviews**

    **& presentations if required, contact entrants.**

# Telephone Interviews

On-Line interviews for Individuals short listed in following categories:

- Customer Service Advisor
- Team Leader
- Support Professional
- Manager

*Date for Interviews to be confirmed most likely to be week commencing 14th and 21st October.*

# Presentations

**Presentations online for Companies short listed in following categories:**

- **Customer/Shared Services Centre of the Year – Small, Medium & Large**
- **Best Customer Experience Private and Public**
- **Outsource Partnership of the Year**
- **Best Use of Technology – Transformation Programme**
- **Best Employee Engagement**

*Presentations will take place week commencing 14th and 21st October tbc.*

# Judging Process

- **Judging day:**

    - **Review scoring results**
    - **Discussion on entrants, presentations & Interviews**
    - **Compile shortlist**
    - **Agree winners and highly commended**
    - **All entrants in remaining categories not requiring presentation/interview will be advised by Friday 1st November**

# Hints & Tips

- **Start working on your submission as early as possible.**
- **Form a project team to compile entries.**
- **Follow criteria – marks awarded against criteria.**
- *Adhere to word limit.*
- **Present in a clear and concise format.**
- **Include pictures teams, people, etc.**
- **Present performance statistics in a graphical format.**
- **Highlight relevant trends, updates from previous entries.**
- **Highlight the particular features, culture of your operation.**

# Hints & Tips

- Explain why your operation should be selected, what's different about it.

- In people categories provide overall picture of entrant.

- Avoid in-house jargon if using acronyms provide a clear definition.

- Get someone outside your business to read it to check clarity & understanding.

- Same material can be used across categories as different judges score different categories.

- Plan, prepare and execute.

- Tell your story and why you should win!

# Dates for your diary

- **Closing Date for Entries – 5.00 p.m. Wednesday 4th September 2024**

- **OnLine Presentations/interviews for stated categories will be w/c 14th and 21st October**

- **Full Shortlist Announced – by Friday 1st November**

- **Awards Ceremony –  Friday 22nd November RDS Dublin**

# Next Steps

**Any Questions?**

**For Further Information or to set up a call to discuss categories in more detail email:**
**Dorothy@ccma.ie**

**Thank you for your time!**