

IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2017 HINTS & TIPS

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AGENDA

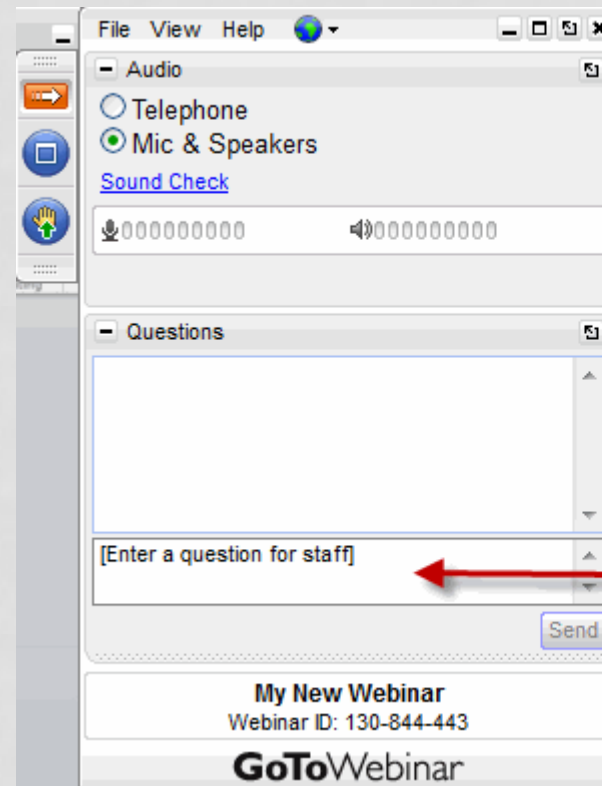
- **Housekeeping**
- **Why Enter the Awards**
- **Overview of 17 Awards**
- **Overview of the Judging Process**
- **Hints & Tips**
- **Dates for your Diaries**
- **Q & A**

HOUSEKEEPING ITEMS

- We will mute everyone for the call
- We will unmute everyone at the end of the presentation for questions
- If you think of a question during the presentation please enter it in the question/chat box

HOUSE KEEPING ITEMS

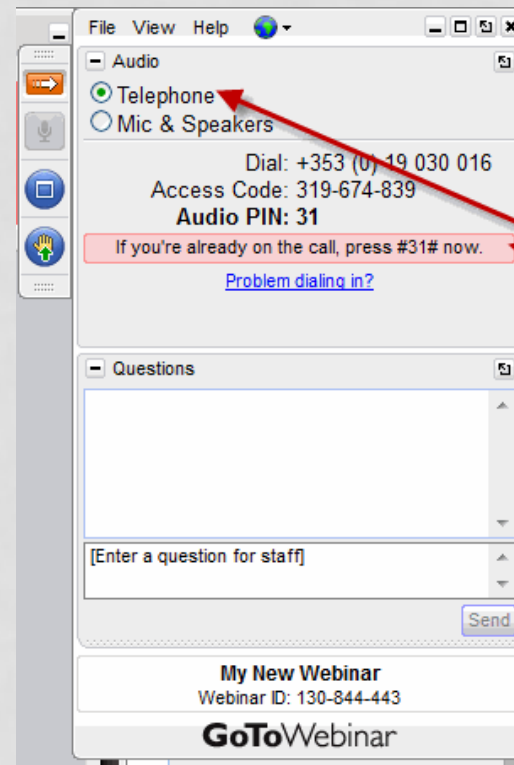
Please type a message in the chat box and let us know if the audio is ok



Type in the Chat box if you can hear me!

HOUSEKEEPING ITEMS

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IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2017



Why Enter The Awards?

- Acknowledge and celebrate the highest standards and excellence within Ireland.
- Showcase what is best about the customer contact and shared services organisations operating within Ireland
- Provide organisations the opportunity to be recognised for their ability to deliver excellence in customer services, sales and technical support.
- Springboard for entering European & Global Awards.
- Entrants are from indigenous, multinational and international companies; and from multiple industry sectors - financial services, Telco, healthcare, IT, travel, entertainment and leisure.



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 Agent
 - ❑ 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
 - ❑ Credit Management Team of the Year
- **Processes & Channels**
 - ❑ Training & Development
 - ❑ Use of Technology
 - ❑ Use of Social Media



Overview – 17 Categories

- **Operations**
 - Shared Services Centre of the Year
 - Customer Sales Campaign
 - Outsource Partnership of the Year
 - Best Customer Experience
 - Customer Contact Centre of the Year – Small
 - Customer Contact Centre of the Year – Medium
 - Customer Contact Centre of the Year - Large



Judging Process

- 12 Judges and Chairperson
 - Judges individually submit scoring matrix in advance of judging day
 - All scoring matrices collated into master for judging day

- Judging day:
 - Review scoring results
 - Discussion on entrants
 - Compile shortlist

ICCA 2009 JUDGING MATRIX MASTER													
Judge	1. Best Training Programme	Aims and objectives	Measurable Improvement	Execution of Company Strategy	Future Needs	Alignment with companies vision & values	Link between training & results	Innovative learning methods	Additional Points	Deduction of Points	Total Score	Comments - Addition/Deductions	Comment on winner
		9	9	9	9	8	8	9	10		71	TL & Fas Tests	
		8	8	8	8	8	8	8	9		57		
		8	8	8	8	8	8	8	9		57		
		8	9	8	8	9	7	8	7		56		
		9	8	9	8	8	7	8	3		54	Did not follow required format	The innovation and planning of transforming the training model to reflect a major change in 20's business transformation model
		8	8	8	8	8	6	7			54		
		8	8	8	8	8	7	7			54		
		7	8	8	8	8	8	6			53		
		7	8	8	8	8	8	6			53		
		8	8	6	7	7	8	8			52		
		9	8	6	7	7	7	8			52		
		8	6	8	8	8	7	7			52		
		8	6	8	8	8	7	7			52		
		8	8	7	7	8	6	7			51		
		7	7	7	8	6	8	7			50		
		9	7	7	5	6	8	8			50		
		8	7	7	7	7	6	8			50		
		7	8	7	7	7	8	5			49	Great ROI	
		7	7	7	7	7	7	6			48		
		7	7	7	7	8	6	6			48	Great initiative	
Judge	2. Best Customer Services Delivery	Overview of Customer Relationship Management Strategy	Targets & SLAs	Complaint management & escalation procedures	Quality Monitoring & results	Customer Satisfaction: Measurement, targets & Results	Testimonials	Additional Points	Deduction of Points	Total Score	Comments (Addition/Deductions)		
			10	5	8	8	9	8	3		51	Highly evolved CS strategy	
			9	8	8	8	8	8			49		
			9	6	7	8	8	9			47		
			7	7	8	7	6	8	5		46	Awards	
			7	8	8	9	9	5			46		
			8	8	8	5	8	9			46	no team quality results	
			8	7	7	7	8	7			44	did not give service levels	

Presentations

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

- **Customer Contact Centre of the Year – Small, Medium & Large**
- **Best Customer Experience**
- **Contact Centre Manager of the Year**
- **Outsource Partnership of the Year**

Presentations will take place between 4th and 13th October



Telephone Interviews

Telephone Interviews for Individuals short listed in following categories:

- Customer Service Agent
- Team Leader
- Support Professional

Date for Telephone Interviews to be confirmed most likely to be week commencing 2nd October.



Hints & Tips

- Follow criteria – marks awarded against criteria.
- Adhere to word limit.
- Present in a clear and concise format.
- Include pictures show contact centre environment, people, etc.
- Present performance statistics in a graphical format.
- Avoid in-house jargon.
- Highlight the particular features, culture of your operation.
- Highlight relevant trends.

Hints & Tips

- Explain why your operation should be selected, what's different about it.
- In people categories provide overall picture of entrant.
- Review criteria for your chosen categories in advance of the judges call.
- Join the judges call.
- Start working on your submission as early as possible.
- Get someone outside your business to read it to check clarity & understanding.



Dates for your diary

- **Closing Date for Entries – Wednesday 6th September**
- **Shortlist Announced – Friday 20st October**
- **Awards Ceremony – Saturday 11th November**

Next Steps

For Further Information on the awards email:
awards@ccma.ie

Thank you for your time!

