

# IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2018 HINTS & TIPS

DOROTHY O'BYRNE, MANAGING DIRECTOR, CCMA IRELAND.



# AGENDA

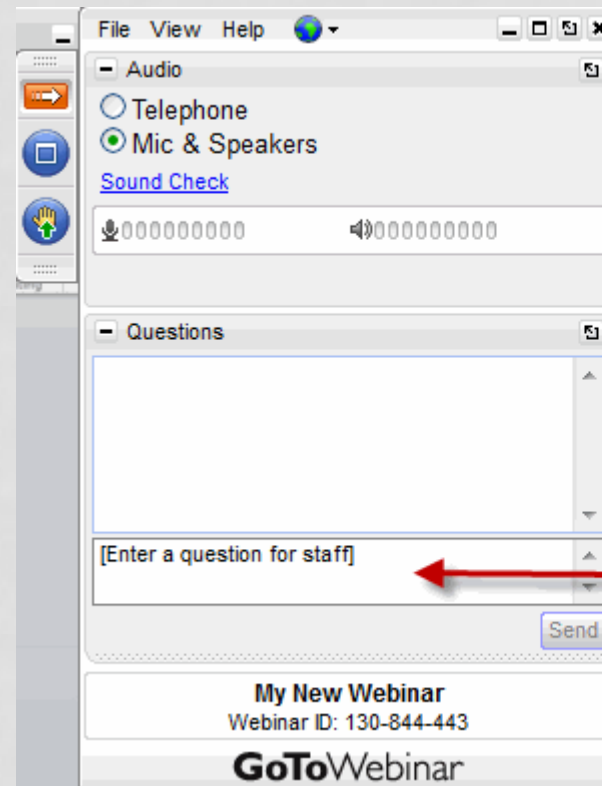
- **Housekeeping**
- **Why Enter the Awards**
- **Overview of 17 Awards**
- **Overview of the Judging Process**
- **Hints & Tips**
- **Dates for your Diaries**
- **Q & A**

# 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

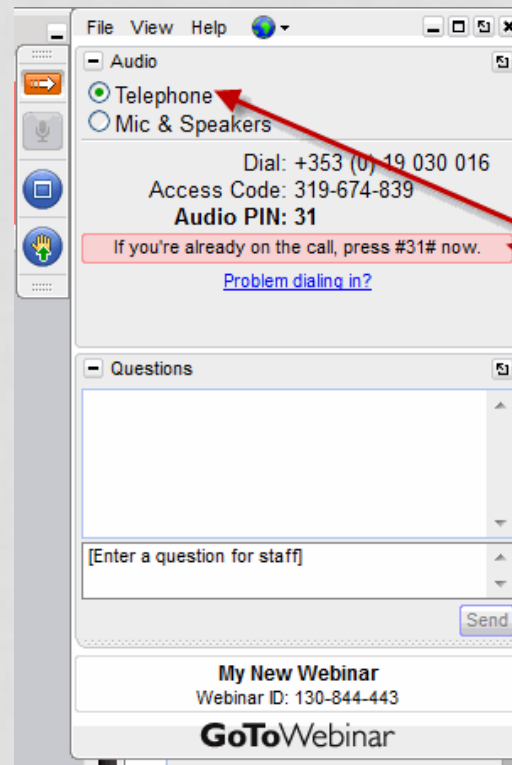
Please type a message in the chat box and let us know if the audio is ok



Type in the Chat box if you can hear me!

# HOUSEKEEPING ITEMS

If you have not yet dialled your audio PIN please do it now



If you have joined the audio part of the webinar using your telephone, please dial your audio pin now on your phone

**Note:** If you skip this step we will not be able to unmute you!!

# IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2018



# 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
- **Processes & Channels**
  - ❑ Training & Development
  - ❑ Use of Technology – 2 categories 2018
  - ❑ Use of Social Media





# Overview – 17 Categories

- **Operations**
  - Shared Services Centre of the Year**
  - 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	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**
- **Best Use of Technology – Strategic Programme**

*Presentations will take place between 15<sup>th</sup> and 17<sup>th</sup> 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 8<sup>th</sup> 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 5<sup>th</sup> September**
- **Shortlist Announced – Friday 26<sup>th</sup> October**
- **Awards Ceremony – Saturday 10<sup>th</sup> November**

# Next Steps

For Further Information on the awards email:  
[awards@ccma.ie](mailto:awards@ccma.ie)

Thank you for your time!

