



IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

2023

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The Board of CCMA Ireland wish to sincerely thank each individual corporate sponsor for their support in hosting the 2023 Irish Customer Contact and Shared Services Awards.



2023 Sponsors



Welcome to the Irish Customer Contact and Shared Services Awards 2023

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PEOPLE PROMOTING EXCELLENCE



On behalf of the board of the CCMA, I am delighted to welcome you to our 28th awards ceremony, the 2023 Irish Customer Contact & Shared Services Awards, celebrating excellence within the Irish contact centre and shared services sector.

Our industry is consistently evolving. Over recent years, we have made changes in the way we work, the technologies we use, and our approach to delivering customer service. We adopted hybrid and flexible work practices and are driving digital transformation and automation in our businesses. AI has captured our imagination, particularly with the accessibility of ChatGPT. AI will be a growth area in our industry, fuelling chatbots, agent support, and more over the years ahead.

At the CCMA, we are proud of the incredible achievements that you have accomplished in 2023. Congratulations to all the companies, teams, and individuals who have been shortlisted for an award this evening. The innovation, creativity, and dedication displayed throughout the judging process were exceptionally high. This sets a high standard and provides a platform to both retain and attract businesses seeking to establish customer experience (CX) operations in Ireland.

I wish to extend our appreciation to our Gold Sponsor Workair and the category sponsors, as well as our corporate sponsors throughout 2023. Your invaluable support has made this event possible. I would also like to acknowledge and thank Dorothy O'Byrne for her leadership and dedication to the CCMA, creating communities of best practices, and organising many great events, including our awards ceremony this evening.

I would also like to thank our judging panel for giving up their time to take on the challenging task of selecting winners from the many worthy entrants.

To conclude, I extend my best wishes to all the businesses and individuals who have been nominated for an award. I wish you all an enjoyable and successful evening.

Barry O'Toole
Chairperson CCMA Ireland



Irish Customer Contact & Shared Services Awards 2023

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PEOPLE PROMOTING EXCELLENCE

A MESSAGE FROM OUR GOLD SPONSOR



Workair is delighted to once again sponsor the CCMA Irish Customer Contact and Shared Services Awards.

At last year's awards we spoke about speed of innovation with contact centre technology. This year the conversation has been all about AI. The future of cloud contact centre technology is deeply intertwined with the rapid evolution of conversational AI. Enhanced by machine learning and natural language processing, AI-driven solutions will redefine customer interactions. These advancements promise hyper-personalized experiences, efficient query resolutions, and 24/7 availability.

Conversational AI empowers self-service options, reducing wait times and human intervention, thus streamlining operations. Moreover, it enables sentiment analysis for better understanding customer emotions, fostering empathetic responses. The fusion of cloud-based contact centres with conversational AI holds the potential to revolutionize customer service, providing seamless, responsive, and tailored experiences, ultimately reshaping the future of customer engagement.

Workair partner with the global leaders in conversational AI and cloud contact centre including Uniphore, Five9, 8x8, GoTo and Vonage. Our conversational AI platform, Uniphore, overlays on top of many of the legacy on premise contact centre solutions, bringing AI to everyone, without the need to replace legacy systems.

I hope everybody enjoys this evening and best wishes to all the finalists.

Finally, I would like to thank Dorothy and the CCMA for organising this fantastic event. Enjoy your evening!

Stephen Mackarel,

CEO Workair.

1. BEST TRAINING & DEVELOPMENT PROGRAMME



Shortlisted 2023

Abtran	PayPal
Bank of Ireland	RSA & 123.ie
Covalen	SalesSense
New Ireland Assurance	Sky Ireland

WINNER

SalesSense

SalesSense outlined a transition programme they developed for their staff, moving from a utilities client account, in order to elevate their skills and knowledge to meet the demands of a new partnership with a leading Irish financial institution.

Clear, measurable objectives were set and the programme aimed to foster internal growth and expertise in the financial services sector. The transition of skills was seamless and involved intensive and specialist training programmes to address their current skill deficits. Throughout the journey, an ongoing review mechanism was in place, to tailor approaches to distinct learner groups, acknowledging their diverse dynamics and learning needs. The training programme concluded in all attendees passing their Professional Certificate in Financial Advice on their first attempt.

This development programme was clearly aligned with the SalesSense ethos, epitomising their commitment to fostering growth, empowerment and a sustained career path for their employees. Rooted in their vision of enabling career progression from within, the programme equips learners with the tools and skills necessary for seamless adaptation to new roles, exemplifying a dedication to staff development.

The programme stood out to the judges for its innovative approach but also its collaboration with the training provider, the Institute of Bankers (IOB), to design a programme that achieved impressive results in such a short period of time.

The commitment from the SalesSense management team was equally impressive and it is obvious that they have established a great culture of learning within their organisation. Congratulations to the SalesSense team on winning the accolade for Best Training & Development Programme 2023.

1. BEST TRAINING & DEVELOPMENT PROGRAMME



Shortlisted 2023

HIGHLY COMMENDED

Covalen

Covalen are highly commended for a programme designed and developed for their Team Leader population of 80 professionals in Ireland and Hungary. The judges were impressed by the approach to pre-assessment and needs analysis to ensure that the programme that was designed would address the Team Leaders' needs effectively. The goal was to develop and enable Team Leaders to maintain high-performing teams across existing business and be future-ready

The design process and methodology involved to create their five programme pillars was innovative and impressively detailed ensuring that they were aware of the needs of the stakeholders throughout. The system put in place to measure skills application and knowledge transfer provided evidence of measurable improvement and clearly showed the positive impact this programme had on the organisation.

2. BEST CUSTOMER EXPERIENCE

DigitalWell

Shortlisted 2023

Arema Connect & Pieta House	Prepay Power
BT Ireland	SalesSense & Pinergy
CarTrawler	PayPal
Gas Networks Ireland	Three Ireland

BEST CUSTOMER EXPERIENCE IN PUBLIC, VOLUNTARY AND NON-PROFIT SECTOR

WINNER

Gas Networks Ireland

This new category for 2023 recognises organisations that have demonstrated excellence in setting and meeting the highest standards of customer experience (CX) in either the Public, Voluntary and Non-Profit sectors.

The Judges wish to congratulate Gas Networks Ireland (GNI) on winning this accolade for the first time.

With its **Customer of the Future** project GNI has focused on organisational design, customer understanding and capability build as the key pillars for moving towards its customer-centric vision and to support Ireland's sustainability agenda.

They have successfully mobilised their organisation to collaboratively build out priority customer journeys. This has resulted in a multiplicity of customer-centred initiatives identified and captured for implementation.

The Judges noted the work being done to enhance digital options for their different types of customers. In addition, GNI clearly demonstrated a commitment to developing accessible service options and supports for vulnerable customers.

Congratulations to the team at GNI and their business partners inaugural winners of the accolade Best CX in Public, Voluntary and Non-Profit Sector.

HIGHLY COMMENDED

Arema Connect & Pieta House

The Judges are delighted to commend Arema Connect and Pieta House for a partnership model which has resulted in an efficient, empathetic multichannel customer support solution for Pieta House donors and volunteers.

The passion, care and drive from both teams to enhance the donor experience really demonstrated their commitment to understanding and responding to their customers' needs.

3. BEST CUSTOMER EXPERIENCE IN PRIVATE/COMMERCIAL SECTOR

DigitalWell

Shortlisted 2023

WINNER

Three Ireland

Congratulations to Three Ireland for winning the highly prestigious Best Customer Experience Award 2023. This is the THIRD year in a row that Three has been recognised for service excellence in Ireland; an unprecedented achievement and a demonstration of its commitment to raising the bar for customer experience provision.

Three puts the customer at the heart of everything they do as they strive to deliver the best experiences for customers, making them feel valued in every engagement. Notably, they have balanced effectively the delivery of an effortless experience with customers while meeting the demands of the business in terms of growth and margin. Customer experience makes business sense to Three, demonstrated by the quantifiable commercial benefits achieved.

The last 12 months have seen further improvements in its results, evidenced by a 36% improvement in contact centre NPS; a 3% improvement in customer satisfaction scores; a 4% improvement in First Time Resolution and a 5% improvement in Quality scores. Additionally, its digital development is on an upward trajectory with 92% of its customers choosing digital first, a 65% increase in customer registrations for My3, and a 30% growth of its BOT containment.

Three is an active listener and recognises the power of customer feedback to connect more easily with customers and get a true sense of how customers feel so that their customer needs and expectations are met. Using various methods to capture customer feedback including the voice of the customer, the voice of the employee, digital listening posts, complaints etc., valuable insights are identified and prioritised to help drive strategic improvements across both the operation and the wider business. Recent improvement initiatives cited include charge-to-bill functionality which enables all accessories charges on a single bill; the rollout of a Virtual Desktop Infrastructure for all front-line employees and the evolution of its BOT programme from data gathering to being able to support customers 24/7 with account-related information.

The role of employees is pivotal to Three's success. In a liberating and energising culture, employees feel able and empowered to get it Right First Time for customers and deliver experiences that customers want. Employee feedback is encouraged and valued by senior management with individuals feeling that they are being listened to and that their efforts are making a difference, evidenced by the ever-increasing engagement score, growing by a further 2 points in 2023.

Three has adopted technology in a smart and innovative way, resulting in an efficient, connected and joined-up service experience for customers.

3. BEST CUSTOMER EXPERIENCE IN PRIVATE/COMMERCIAL SECTOR

DigitalWell

Shortlisted 2023

WINNER

Three Ireland

It is clear that Three has a compelling understanding of its customers' current and shifting needs, and its digital infrastructure is designed with this understanding in mind. Not willing to sit still, Three has plans in place to take a stronger proactive stance by using data to predict customers' needs so that they can proactively address issues and create exceptional "wow moments" across all channels and at each step of the customer journey.

In honouring Three Ireland, for their remarkable achievements in delivering customer experience excellence for the 3rd year in a row, the judges want to highlight their ambition, innovation and sheer boldness in raising the benchmark for service distinction in Ireland.

HIGHLY COMMENDED

CarTrawler

The judges would like to highly commend CarTrawler in this category. Excellent results have been achieved that have resulted in enhanced customer loyalty, positive brand perception, improved employee satisfaction and reduction in costs.

With a strong customer-centric culture, an engaged and committed workforce and excellent adoption of technology, this is a company that takes customer experience seriously and understands the value it brings to their business.

4. BEST USE OF DIGITAL CHANNELS

Shortlisted 2023

AIB	Lidl
An Post	PTSB
CarTrawler	Three Ireland

WINNER

CarTrawler

In the context of digital innovation and customer service excellence, this year's award recipient stands out not only for their remarkable digital capabilities but also for their exceptional understanding of customer-centricity. The judging panel is thrilled to announce CarTrawler as the winner of the 2023 'Best Use of Digital Channels' award.

Car Trawler's submission was a masterclass in digital integration, showcasing an impressive array of digital capabilities. Operating in 29 languages and scaling up to 200 languages without incurring additional business costs is no small feat. What makes their approach unique is the seamless skill set of their customer service agents across both digital and traditional channels, demonstrating a holistic approach to customer service.

The key performance indicators (KPIs) set by CarTrawler are not just numbers; they reflect a deep commitment to customer satisfaction. For instance achieving an email response time of just 162 seconds (2.7 minutes) is a testament to their efficiency and dedication to prompt service. Their focus on user testing to ensure customer-friendly interfaces, along with the innovative integration of live chat options into their IVR system, shows a forward-thinking approach to customer interaction.

A noteworthy aspect of CarTrawler's strategy is their dedication to quality. Regular checks across all channels in multiple languages, achieving a 12-month quality average of 88% against a target of 85%, is commendable. Moreover, their employee engagement through surveys, focus groups, and a dedicated feedback inbox illustrates their commitment to continuous improvement and solving specific issues based on internal feedback.

Congratulations to CarTrawler for setting a new benchmark in digital excellence and customer service innovation.

4. BEST USE OF DIGITAL CHANNELS

Shortlisted 2023

HIGHLY COMMENDED

Three Ireland

In a category marked by notable entries this year, the judges are pleased to award the 'Highly Commended' designation to a company that exemplifies their own mission statement: 'to drive an effortless experience, making digital the first thought, not the afterthought.' We are delighted to recognize Three Ireland for their outstanding achievements in digital customer service.

Three's commitment to digital excellence is evident in their remarkable digital adoption rate, with 92% of customers choosing digital channels as their first point of contact. This success is a direct result of their focused investment in user experience, leading to more than 90% adoption of these digital platforms. Their efforts in lifecycle campaigns, which both reactively and proactively encourage customers to prioritize digital channels, have further reinforced their strategy.

The digital team at Three Ireland has played a pivotal role in supporting the overall customer experience strategy. Their dedication to making digital channels accessible and the preferred first point of contact has not only transformed the customer experience but also solidified digital engagement as a cornerstone of their service approach.

The judges highly commend Three Ireland for their innovative and customer-centric approach, setting a high standard for digital integration in customer service.

5. BEST USE OF TECHNOLOGY – TRANSFORMATION PROGRAMME



Shortlisted 2023

Dell Technologies	New Ireland Assurance
eir	Prepay Power
Konversational & Ergo	

WINNER

eir

The accolade for Best Technology – Transformation Programme is awarded to an organisation that was able to demonstrate how they were keeping at the forefront of technology innovation whilst being aware of the need to improve how customers interacted with them.

A clear winner in this category was eir. eir had reviewed their core telephony and comms suite and had decided that what they had was no longer fit for purpose. They embarked on an ambitious programme to transform the full range of all contact channels. The programme needed to cross multiple lines of business with different stakeholders and success criteria.

The team clearly outlined the benefits of moving their large contact centre to a new platform and really brought across how they had examined the full migration risk associated with the changeover programme. The panel were impressed with the approach that eir took to building the new requirements from the ground up rather than looking to port the old business process to the new system.

The team demonstrated an impressive roll-out result with only a single business impacting issue during the entire rollout and with business benefits being achieved immediately. The way the team spoke about support staffs delight in exploring the capabilities of the new system was convincing and gratifying.

For the second year we are delighted to announce eir as winner of the award for Best Use of Technology Transformation Programme. Once again the team clearly evidenced the amazing tangible business benefits this particular technology transformation programme has achieved to date both internally for employee engagement and externally for their customers.

5. BEST USE OF TECHNOLOGY – TRANSFORMATION PROGRAMME



Shortlisted 2023

HIGHLY COMMENDED

Konversational & Ergo

Konversational are a rapidly growing indigenous Irish business that provide technical support solutions to other organisations. Technical support is itself a technically challenging endeavour and requires careful integration of sophisticated trouble ticket solutions with the various workflows of different large client organisations.

Konversational clearly outlined how their introduction of the Ergo system allowed them to differentiate in their market space in a European context. The level of direct integration now possible for Konversational between their ServiceNow-enabled support systems and their clients systems shows the future of hi-tech service support.

The submission hinted at the introduction of further enhancement with AI enabled support capability which the judging panel look forward to hearing about in future years.

HIGHLY COMMENDED

Prepay Power

Prepay Powers submission was an excellent example of how a company deals with the challenges of rapid growth. Finding themselves a scale-order larger than when they chose their original telephony system, the operations' growth was being constrained by the limitations of their current system.

Prepay outlined clearly the challenges of the migration. It was interesting to hear how the management reporting of the sales teams was almost as important as the new operational system itself. The team demonstrated how they carefully planned the rollout to ensure that there would be no issues operationally by migrating to the most critical operational teams last.

The teams examples of campaigns that were now possible as a result of the new system brought home the clear business benefits that have accrued as a result of this programme.

6. BEST USE OF TECHNOLOGY – PROJECT



Shortlisted 2023

Bank of Ireland	PayPal
Dell Technologies	PTSB
Lidl	

WINNER

Bank of Ireland

This award recognises the contact or shared services centre that has demonstrated successful deployment of a specific type of technology, tool or application to improve their centre's business performance and customer experience.

This project stood out to judges in how it identified and iteratively addressed a challenge that was impacting customers and the organisation, embedded in the IVR; and how the project moved rapidly to understand, prioritise and address that challenge, with a solution that significantly improved results for customers, employees and the organisation.

Conversational IVR reduced complex recorded menu options to improve the customer experience, using Natural language speech recognition, advanced analytics, API integration and predictive call handling to give customers a natural interface while routing calls appropriately. The solution made interactions on key journeys as straightforward as possible while seamlessly interacting with incumbent systems to retrieve, route and present information in a timely and accurate manner.

The programme showed a pragmatic approach, initially moving at pace to address the most urgent and important journeys, followed by an extension to over 17 new journeys in 2023. This cross-functional team showed a consistent focus on maintaining pace, while addressing risk and governance needs to deliver real benefit for the customer, employees and the organisation as a whole.

In presenting the accolade for Best Use of Technology Project to Bank of Ireland, the judges were impressed by the ongoing ambition of this team, their commitment to continually refine existing journeys while also extending to new self-serve opportunities currently in build or backlog. Congratulations to the team.

6. BEST USE OF TECHNOLOGY – PROJECT



Shortlisted 2023

HIGHLY COMMENDED

Dell Technologies

The judges would like to highly commend Dell Technologies' Early Warning System project for the impact it has made in managing distressed client alerts across the Dell Infrastructure Support Business. From recognising the need for trigger identification across the lifecycle of case support, to delivering an alert, prioritisation and routing system, it is clear that Dell was focused on delivering a better customer experience through a comprehensive and accessible system to enable better case management and reporting across several key journeys. It is also clear that users were highly engaged and supported throughout the project development and launch, a critical enabler of the project's successful delivery.

The judges were impressed with the results of this programme, in particular the double-digit growth across several technical support metrics.

7. OUTSOURCE PARTNERSHIP OF THE YEAR

Business
Post

Shortlisted 2023

Capita & Irish Rail	RelateCare & Hackensack Meridian
CPM & Vodafone	SalesSense & Bord Gáis Energy
Fexco & SEAI	

WINNER

Capita & Uisce Éireann

The judging panel were impressed with the multiple levels of relationship evidenced across the account and how the structures in place allowed for changeover of senior team members without damaging the relationship or the efficiency of the operation.

The combined Uisce Éireann & Capita team presented as a single unit and it was clear that this was an equal partnership with both parties contributing and benefiting from the relationship. The panel were impressed with the approach the team have taken to continuous improvement within the contract. It is often a difficult balance for outsourcers to manage the pressure to deliver to immediate SLA's compared to business improvement and ongoing efficiencies. The team demonstrated a clear six sigma model which highlighted an effective approach to this challenge.

The importance of people was evident throughout this teams submission. There was strong evidence of day-to-day activities to maintain morale and fun as well as structured and credentialled programmes. These are two partners seriously committed to staff development.

It was clear to the judges that both partners view this partnership as one of their key successes with a commitment to continuously innovate for mutual help and benefit. Congratulations to Capita and Uisce Éireann.

HIGHLY COMMENDED

SalesSense & Bord Gáis Energy

This partnership demonstrated how not just service provision but innovation can be included as part of an outsource partnership. This team clearly showed how an outsource provider can be incentivized and enabled to make important suggestions which are taken seriously and implemented by the client. Evidenced by the Solar PV and EV charging campaigns going live last summer.

The judging panel were impressed by one statistic mentioned by the team that 65% of current Bord Gáis Energy managers started at SalesSense, a true sign of partnership. We wish the partnership continued success.

8. TEAM OF THE YEAR



Shortlisted 2023

AIB – eFraud & Payments Monitoring Team	FMI – My Milkman Team
AIB – Falcon Team Direct Service	Indeed – IT Client Optimization Team
Bank of Ireland – Social Media Team	Otonomee – Kearys Team
eir – Customer Resolution Team	PayPal – Spanish Business Relationships Experts Team

WINNER

Vhi Healthcare Business to Business Administration Team

Congratulations to the VHI Healthcare Business to Business (B2B) Administration team for this year's winning submission. The team comprises 12 advisors headed up by one team leader providing several services to corporate clients. This team was created from a hybrid approach, blending the corporate world and contact centre to improve the customer experience. The team are the first stepping stone towards a positive customer experience, they handle simplex queries at the first point of contact, have increased customer engagement and accessibility to the services. They also triage queries that deal with more complex matters that are handled by their colleagues in Group Business Services. The success of this team is evident in the increase in NPS scores within key categories.

Earlier this year the team underwent an ambitious initiative to improve team productivity. The team's performance and results achieved to date shows continuous improvement year on year and further strengthens the customer experience. This level of achievement demonstrates the strength of the team who manage their administrative queues to increase the items resolved, deal with and resolve queries at initial contact and offer corporate clients excellent service.

The B2B team has a very positive and friendly team culture where collaboration within the team and with the wider organisation is common practice. The team welcomes new joiners and offers multiple social occasions to get to know each other and develop that sense of belonging. In addition to innovation measures resulting in increased productivity, the focus on people development is evident in the structure within the B2B team that creates opportunities for experienced advisors to perform Team Lead duties. Peer-to-peer coaching is encouraged, enabling learning in a real time environment that is customised and individualised for each advisor.

Describing the value to the organisation the Judges were impressed that this team has had such a transformative effect on customer experience, the proactive mindset and continuous innovation from a team formed in 2021 is commendable. We congratulate VHI's B2B Administration team on their achievement and on winning the accolade Team of the Year 2023.

8. TEAM OF THE YEAR



Shortlisted 2023

PTSB – Digital Current Account Team	Uber – Legal & Privacy Team
Prepay Power – Hypercare Team	Vhi Healthcare – Business to Business Administration Team
SSE Airtricity – eServices Team	

HIGHLY COMMENDED

Indeed IT Client Optimization Team

The judges are delighted to commend Indeed's IT Client Optimisation team. This team provides expert support to Indeed's clients, partners and fellow teammates around the globe, helping them optimize their accounts to help them achieve their hiring goals.

The judges noted their focus on continuous service improvement and strong work culture, based on personal team values. The team fosters a culture of innovation centered around creativity, idea sharing, leveraging different perspectives, cross functional work and collaboration.

The Judges were particularly impressed with the teams improvement initiatives that have been implemented in the past year. Congratulations to the IT Client Optimisation Team!

HIGHLY COMMENDED

Iberia Business Relationships Experts Team

The judges Highly Commend the PayPal - Iberia Business Relationships Experts (BRE) for team of the year. This team is responsible for ensuring the satisfaction and retention of high and medium engaged merchants in the Spanish market. The team have been a top performing team within PayPal and have led the way to championing the relationship between PayPal and it's Merchants.

Using an effortless framework to ensure quality in every interaction and their approach around the evolution from Agents to Advocates, this has driven their performance and led them to achieve great success. The judges are delighted to highly commend this team.

HIGHLY COMMENDED

PTSB Digital Current Account Team

The judges would like to highly commend the PTSB Digital Current Account (DCA) team. The team assist customers in completing the end to end digital journey when opening new current accounts. Their role was critical in easing the switching process for both Ulster Bank and KBC customers throughout the year. The innovation and improvement initiatives range from customer dashboards, new journey to the webchat service, to data capture solutions to improve customer experience throughout the process.

The judges congratulate the team on their commendation and wish them continued success.

9. SUPPORT TEAM OF THE YEAR



Shortlisted 2023

AIB – Internal People Engagement Team	SCL Sales – Flogas Support Delivery Team
Indeed – WFM Team	Three Ireland – Technical Service Desk
SalesSense & Bord Gáis Energy Support Team	Vhi Healthcare – Central Planning Team

WINNER

Internal People Engagement Team

The judges are delighted to award the ‘Support Team of the Year’ to the Internal People Engagement Team in AIB. This team consists of 7 very dynamic, enthusiastic, and ambitious individuals, who support 1,100 employees within AIB’s Sales & Service contact centre across 8 locations in a variety of initiatives and tasks.

The team is responsible for three dedicated team workstreams of resourcing and communication, learning support, and culture and engagement. It was evident to the judges that this team, during a time of vast change in the Irish banking sector, were able to support and run a vast series of initiatives to support their organisation. They not only recruited 1000+ staff during 2022, but they also introduced a series of recognition and career path programmes as well as improvements to the knowledge management system that ensured they achieved their purpose of ‘backing our customer to achieve dreams and ambitions’.

Already a huge achievement, they still went on to introduce further initiatives to support their leaders in making a difference, with the Leaders Academy 2023.

The judges were impressed with the scale, scope, and depth of initiatives that this team had achieved within the year, and the increase in the NPS scores clearly demonstrated its success. A very impressive team. Congratulations.

9. SUPPORT TEAM OF THE YEAR



Shortlisted 2023

HIGHLY COMMENDED

Indeed WFM Team

The judges would like to highly commend the Indeed WFM team. This is a team who demonstrated that they have been through a year of change that has resulted in them having a clear direction of purpose and being integral to the success of the Indeed business. The team supports circa 600 reps in their inbound Customer Support teams globally providing the main forecasting and scheduling functionality. Yet the team demonstrated that they were involved in providing key insights and plans that allowed Indeed to adapt to a very changing environment. They showed they were an engaged team within their organisation and were essential to the success of the business. Well done in the changes you have made in the last year.

10. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR



Shortlisted 2023

Polly Barrett – Abtran & Electric Ireland	Carmel McDonnell – Virgin Media
Noel Browne – Otonomee	Michele McEaney – PayPal
John Carey – AIB	Ciall Molloy – SalesSense & AIB
Shane Collier – Capita & Uisce Éireann	Mark O’Connell – Prepay Power
Lorcan Dolan – AIB	Christien Snijders – PayPal
Cian Galligan – Northern Trust	Rosie Vought – Prepay Power
Tara Kavanagh – Uber	Paula Walsh – Northern Trust
David Larkin – PayPal	Nicky Williamson – Indeed

Recognising the calibre of people shortlisted in this category we are delighted to announce five commendations.

WINNER

John Carey
AIB

John Carey is an outstanding customer care advisor who demonstrated their passion for their customers and colleagues alike. With a natural ability to deliver an exceptional customer experience, he is also a highly motivated and valuable team member who has consistently volunteered to take on more responsibility to ensure that customer expectations are exceeded. With his positivity, impressive results and a passion for family and community, he wowed our judges and is a worthy recipient in this highly competitive category. We are delighted to give him a November to Remember! Congratulations to the 2023 Customer Service Advisor of the Year – John Carey of AIB.

HIGHLY COMMENDED

Cian Galligan
Northern Trust

A wonderful role model for striking a positive work life balance, Cian displayed passion, empathy and superb communication skills. With a natural ability to build rapport with his clients, he delivers memorable customer experiences with a friendly and personable approach. Marking the first time we have had a professional wrestler as a nominee for a CCMA award! We are delighted to present our first commendation to Cian Galligan of Northern Trust.

10. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR



Shortlisted 2023

HIGHLY COMMENDED

David Larkin
PayPal

Our second commendation goes to an advisor with exceptional customer service skills. With a natural ability to build trust and rapport they foster a supportive work environment looking out for the wellbeing of his colleagues whilst maintaining a healthy work life balance too. Congratulations on your commendation to David Larkin of PayPal.

HIGHLY COMMENDED

Carmel McDonnell
Virgin Media

Mixing a career in customer service with organic farming Carmel has embraced the hybrid working model. An invaluable team player with a natural ability to support their customer she will always go the extra mile for them.

The judges are delighted to commend Carmel McDonnell of Virgin Media.

HIGHLY COMMENDED

Mark O'Connell
Prepay Power

Our fourth commendation goes to an advisor who expertly handles a multitude of queries and escalations over multiple channels with ease. While embracing the opportunity to work remotely this top performer has a natural flair for solving customer problems and is passionate about their role. The judges would like to congratulate Mark O'Connell of Prepay Power on his commendation.

HIGHLY COMMENDED

Nicky Williamson
Indeed

Our final commendation goes to an accomplished professional with a proven track record. A top performer they are the "go to" person within their team with an unwavering commitment to their role.

Congratulations, Nicky Williamson of Indeed.

11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



Shortlisted 2023

Joanne Baker – RelateCare	Avril Herlihy – AIB
Joanne Donohoe- PTSB	Ina Jaenick – Indeed
Jasmine Doyle – Prepay Power	Michael Kennedy – Virgin Media
Michael Duhý - ADEC Arise	Grainne Lacey – AIB
Denise Fanthorpe – SalesSense & Pinergy	Lisa Lynch – Bank of Ireland

Once again this year, the judging panel wish to acknowledge and recognise the changing role of Team Leaders in the context of the New Ways of Working and the hybrid model. Team Leaders are continuing to develop their skills often to lead and support teams working both on and off site.

A need to focus on wellbeing balanced with the achievement of business objectives means that many need to lead in new ways. The judges were impressed with the ways in which many Team Leaders have redeveloped their role and found new ways to lead their teams into the new normal. While each Team Leader's situation and team were unique the can-do attitude and people focus is a true indication of the importance of Team Leaders in our industry.

Reflecting this, we are delighted to award two winners and four highly commended in this category.

WINNER

Joanne Donohoe
PTSB

A distinguished team leader within the Everyday Lending and Relationships pillar at PTSB, Joanne leads a team of 12 Advisors. The Judges were very impressed with Joanne's advocacy for her team and how she embodies the company's culture. Joanne clearly demonstrates her dedication to enhancing customer satisfaction by building strong stakeholder relationships.

Joanne has created many efficiencies to support the increased customer demand, and these have resulted in increased KPI's and an enhanced customer experience.

Congratulations and continued success to Joanne.

11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



Shortlisted 2023

Katie McCann – Flogas	Sarah Jane Quinn – Northern Trust
Bernadette McCarthy – Prepay Power	Helena Reidy – CPM
Ian Mulroy – PayPal	Ciara Tutty – Uber
Lisa Phillips – Dell Technologies	

WINNER

**Lisa Lynch
Bank of Ireland**

Lisa is an experienced people leader supporting a team of 15 Advisors on the Bank Of Ireland Social Media and Webchat team. The judges were impressed by the way Lisa leads by example, building strong, enduring relationships with her team. Lisa has proven herself to be integral to the successes her team have had, playing an integral role in making sure customers receive the best possible outcomes. Lisa truly is a role-model for others!

She prides herself on the rapport she shares with each team member, individually and collectively. A natural leader who successfully combines her challenging role with a passion for the arts. Her people-centric approach shone through in her team's consistently high performance.

She challenges people to be the best version of themselves in order to drive them to learn and grow and tirelessly advocates for her clients.

Leading with grace and humility with an empathetic approach we look forward to watching her career develop both on and off the stage.

HIGHLY COMMENDED

**Ina Jaenick
Indeed**

A seasoned professional with more than 18 years of diverse industry experience the judges were impressed with Ina's can-do attitude, creativity, commitment and communication skills, her positivity shone through.

An exceptional leader our first commendation is for Ina Jaenick, of Indeed.

11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



Shortlisted 2023

HIGHLY COMMENDED

Michael Kennedy
Virgin Media

Michael has crafted an impressive career to date and embraced every opportunity to develop their skills to become the leader that they are today. Dedicated, versatile with an unwavering commitment to excellence his focus on people development has ensured that he brings out the best in his team taking great pride in their success. Congratulations on your commendation to Michael Kennedy from Virgin Media

HIGHLY COMMENDED

Grainne Lacey
AIB

Grainne has a clear passion for her role, working with their team to develop their skills. Showing great care and understanding she is a constant support to colleagues and customers alike.

With over 23 years industry experience her positivity is contagious. The third commendation goes to Grainne Lacey of AIB .

HIGHLY COMMENDED

Bernadette McCarthy
Prepay Power

A charismatic leader Bernadette's management style is one of openness, honesty, and inclusion; they continuously involve their team in decisions that affect them daily and pushes them to achieve their full potential.

Congratulations to Bernadette McCarthy of Prepay Power recipient of our fourth commendation.

12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



Shortlisted 2023

Julie Banks – Fexco	Niamh Luckie – An Post
Amy Campion – New Ireland Assurance	David Nason – Sky Ireland
Eoghan Costelloe – Uber	Annie Newcombe - AIB
Sonya Dilworth – Capita & Uisce Éireann	Cheryl Ann O’Grady – Virgin Media
Helen Ferguson – Northern Trust	Loreta Vasiliauskaite – CPM
Noel Foy – Northern Trust	

This category recognises the important contribution being made by professionals in support roles within the customer/shared services centre environment who enable their organisation to deliver high performance in pursuit of business and customer objectives.

WINNER

David Nason
Sky Ireland

David joined Sky in 2014. Progressively losing his eyesight, David embraced and researched technologies that allowed him live independently and work successfully and this gave him a unique insight into how important accessibility was to ensuring that Sky customers could engage easily with the company. He quickly progressed first to Compliance and Accessibility Lead and then to a Customer Experience Role. In his current role as CX Accessibility Manager, he is responsible for ensuring that customers with disabilities and alternative needs are considered across all Sky’s customer journeys and products.

David has been the accessibility expert on multiple successful high impact projects from the Sky Glass launch to Sky Mobile to Project Elf always working collaboratively across the organisation. In the last year David’s introduction of the ‘Be My Eyes’ App to Sky is an industry first. The App allows service advisers to help customers with visual impairments by “seeing” for them, through the camera on their phone, meaning they can now help Sky customers in endless ways from finding their remote, to changing the settings on their TV.

The judges were unanimous in their choice of David as Support Professional of the Year 2023. By putting himself forward in media and as Sky representative in internal and external forums David raises awareness and evokes change both in Sky and the wider world. We wish him continued success in her career journey. Congratulations David.

The judges would like to highly commend three nominees in this very competitive category as they have all demonstrated commitment, dedication and collaboration in their organisations.

12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



Shortlisted 2023

HIGHLY COMMENDED

Julie Banks
Fexco

Julie first joined FEXCO in 1999 as a Customer Service Representative and after travelling the world and forging a successful career in customer service Julie re-joined Fexco in 2019 to establish a new client contract. As Continuous Improvement Manager on the SEAL contract Julie supports the smooth running of the contract through identifying areas where there is waste or non-value add activity and implementing Lean improvements.

Working with the client, operational managers as well as her own team of quality control and training professionals Julie has successfully managed a host of diverse projects this year from the implementation of a new Knowledge Management System and IVR Improvement to in depth Operations Excellence and Process Reviews. To ensure valuable insights and improvement ideas from customer facing colleagues are captured Julie also created the 'Your Voice' program. The program is used to capture improvement projects and using data-driven methodologies identifies those which will have the biggest impact on efficiency and customer service.

Julie's passion for collaboration was demonstrated in her transparently sharing learnings across SEAL teams and (where appropriate) other contracts within Fexco. Congratulations Julie.

HIGHLY COMMENDED

Helen Ferguson
Northern Trust

Since joining Northern Trust in 2015 Helen has been promoted from TA Finance to ISC Team Leader and in 2020 to Consultant, ISC. As a consultant across the UK and Irish Service Centres, Helen has a wide remit. Her primary focus is on the Strategic Operating Model and the implementation of NT's digital strategy within the Investor Servicing teams. In addition, Helen uses her vast knowledge of TA and Investor Servicing processes to identify areas of improvement and efficiency gain whilst delivering change. She manages projects by working proactively with Agents, Team Leaders, Managers using Agile methodologies and Lean Six Sigma to implement new IT systems and processes to deliver efficiencies and improve the customer experience.

Helen's commitment shone through in the peer and management testimonials and her passion for customer focussed project management was impressive. Congratulations Helen.

12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL

 **IDA Ireland**
Invest in extraordinary

Shortlisted 2023

HIGHLY COMMENDED

Eoghan Costello
Uber

Eoghan joined UBER as CSR in 2019 and since then has been promoted 3 times. His current role as Risk and Compliance Specialist at Instadoc sees him lead the implementation and continuous enhancement of the real-time verification process for Uber drivers licence and insurance details which are mandatory for UK regulatory compliance. Working in Uber's Limerick Centre of Excellence, Eoghan impressed the judges with his ability to explain the complex compliance challenges facing Uber Compliance, Uber drivers and UK regulators and how working collaboratively with these stakeholders and UK insurance companies Uber have successfully found a smart and robust way to meet these challenges.

Instadoc is an industry first solution and a first for Uber worldwide. Eoghan as a pivotal driver of Instadoc impressed the judges with the successes to date and future plans. What a great example of the impact an Irish support professional can have on an International company, Congratulations Eoghan.s made a significant

13. INDUSTRY PROFESSIONAL OF THE YEAR – MANAGER



Shortlisted 2023

Elizabeth Brown – SalesSense	Bernadette Marshall – eir
Gary Duffy – Uisce Éireann & Capita	John O'Brien – PTSB
Gareth Hale – Sky Ireland	Finn O'Connell – Indeed

WINNER

Elizabeth Brown
SalesSense

The highly celebrated prize of 'Industry Professional of the year – Manager' 2023 is awarded to Elizabeth Brown from SalesSense. As Head of Customer Engagement, Elizabeth leads SalesSense's Galway and Dundalk Customer Engagement centres. Elizabeth is a pivotal figure in SalesSense's Customer Engagement inception, embodying transparent leadership, fostering a can-do attitude and championing individual & team success. Her track record is a real testament to her exceptional leadership, strategic thinking and her commitment to both the team and pursuit of operational excellence.

Elizabeth is a strategic leader, driving initiatives and maintaining day-to-day partnerships with her customer base. As a true thought leader, she actively seeks out innovation and stays close to industry trends and makes a point of discussing industry breakthroughs with her wider teams. Elizabeth's approach to staff management, motivation, development, collaboration and engagement is characterised by her hands-on involvement, open communication and commitment to nurturing a positive work environment. Her influence has driven the performance of her teams to achieve exceptional customer and partner satisfaction.

Congratulations to Elizabeth on being this year's winner of Industry Professional – Manager of the year 2023. The judges were unanimous in awarding her this prestigious accolade, noting what a truly outstanding, creative, and influential leader she is. Elizabeth is a true role model who leads by doing, not just saying!

HIGHLY COMMENDED

John O'Brien
PTSB

As Head of Digital & Direct Bank in PTSB, John oversees the execution and management of the bank's strategy and value proposition regarding all sales & services opportunities through their voice & digital channels. John has demonstrated his ability to inspire and motivate his team with his transformational leadership style and infectious enthusiasm. He empowers his teams and creates a work environment where everyone feels valued and supported, resulting in a team who consistently exceeds business expectations. Congratulations to John on this accolade.

CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR

The logo for GoTo, featuring the word "GoTo" in a bold, black, sans-serif font. The "o" in "Go" is white with a yellow underline. The "o" in "To" is white with a yellow underline.

Shortlisted 2023

Arema Connect	New Ireland Assurance
Bank of Ireland	Prepay Power
CarTrawler	PTSB
Dell Technologies	SalesSense
eir	SSE Airtricity
Lidl	Three Ireland
Merlyn	Vhi Healthcare
National Shared Services Office (NSSO)	

14. CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR – SMALL

The GoTo logo consists of the word "GoTo" in a bold, black, sans-serif font. The "o" in "Go" is white with a black outline. A thick yellow horizontal bar is positioned below the "o" in "Go" and extends to the right, passing under the "T" and "o" in "To".

WINNER

Lidl

The Judges wish to congratulate Lidl Ireland on winning the accolade of Customer Contact Centre of the Year (Small) 2023 for the first time.

Over the last year the Lidl Contact Centre operation has succeeded in embedding itself deeply into the wider business proving itself to be a vital cog in supporting the wider Customer Experience. By providing an extensive feedback loop to the Lidl store network, the Contact Centre has driven initiatives that improve the retail experience as well as delivering projects that add real value to their colleagues across the business.

The team displayed a relentless focus on delivering efficiencies and contact reduction and their submission epitomised what it means to do a lot more with less through process improvement and automation. On the people side, the operation has successfully evolved and adapted their call quality and coaching strategy to accelerate training and people development.

The Judges look forward to seeing the next phase of the operation's evolution.

HIGHLY COMMENDED

New Ireland Assurance

The Judges would like to highly commend New Ireland Assurance for a submission that demonstrated how this efficient Contact Centre operation and their highly empathetic teams continues to champion and advocate for the customer using innovation to drive positive change for customers during key life events.

A highly engaged and committed workforce this is an operation that has consistently applied innovation, leadership, and agility in the pursuit of operational excellence. This contact centre team continues to clearly demonstrate how it brings strategic value to the wider business and how the team and operation are the backbone of the New Ireland service proposition.

The judges wish the team at New Ireland Assurance continued success.

15. CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR – MEDIUM

8x8

WINNER

Vhi Healthcare

The judges, via a unanimous decision, are delighted to announce Vhi Healthcare as the deserving winner of the Contact Centre of the Year – Medium award for 2023. Through transformational changes and determined commitment, they have clearly demonstrated the strategic value of their operation to the business.

Back in 2022, Vhi began implementing its strategic vision of transformative healthcare, building a connected healthcare system with improved personal and digital experiences for customers. Underpinning this strategy are their three core values “We lead with heart”; “Together we do our best work” and “Courage to create a new future”. Excellent results have been achieved so far, notably a 34% increase in NPS and a 40% increase in service levels in addition to improvements in productivity and staff attrition/absenteeism. By streamlining their digital offerings and making them easier for customers to adopt, they have experienced an increase of 48% in active monthly App users and a 35% increase in Snap and Send claims. Change and continuous improvement is very much the modus operandi of this operation. Vhi has invested in a dedicated change team with the goal of ensuring the smooth transition of all technical and digital changes across the business, resulting in enhanced customer/employee experience and business efficiency.

This is an organisation that positions its employees front and centre by prioritising their needs, desires and well-being to achieve operational success. Evidenced by an increase of 16% in engagement scores compared to last year, staff are highly connected and take pride in the business with a strong sense of identity at work. Undoubtedly, this is an environment where ideas, creativity, free-flowing communication and innovation are encouraged and valued.

Diversity and inclusivity in the workplace is a top priority for Vhi. They recognise that building teams from varying backgrounds not only improves the employee experience but also enhances productivity and the decision-making process. A rich blend of events and discussions are undertaken throughout the year, covering a wide range of areas such as LGBTQ, neurodiversity, surrogacy, Ramadan etc.

In recognising Vhi for the overall excellence and performance of a medium customer contact centre, the judges would like to congratulate them on their relentless approach to continuous improvement, their “people-centred” approach and their application of technology and processes to drive greater efficiencies and customer experiences.

16. CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR – LARGE



WINNER

Three Ireland

The 2023 winner of the highly prestigious accolade of Customer Services Centre of the Year – Large is awarded to Three Ireland. Winner of the award in 2021, Three has demonstrated yet again its commitment to contact centre innovation and excellence awarded to Three Ireland. Winner of the award in 2021, Three has demonstrated yet again its commitment to contact centre innovation and excellence.

The vision for Three’s contact centre, known as the “Experience Centre” is transformative, fostering a culture where employees truly believe they are at the core of both customer and employee experiences. Underpinned by core values, empowerment, high standards, and continuous improvement, this is a company that understands the power of people and culture in advancing its success.

Exceeding all targets set, Three has enjoyed tremendous success in the last year, with increases in NPS, service levels, right first time and quality scores. Notably, the strategic value of the operation has been clearly realised as it transformed from a cost centre to a profit centre, where more margin is generated than the cost to run the operation.

Three has been at the forefront of non-assisted digital adoption by customers with a remarkable achievement of 92% of all contacts being self-serve. Coupled with high NPS rates, they have clearly demonstrated an in-depth understanding of their customer’s current and shifting needs in the design of their digital infrastructure.

Instrumental to their success is the role and contribution of their people. Three is a ‘learning organisation’, one that prioritises and fosters constant learning to continually transform itself. The adoption of innovative digital tools and gamification to support employee learning have been readily accepted by staff, demonstrating clear benefits to their customers and the business. Importantly, curiosity, innovation and creativity are encouraged and supported by strong leadership, open communication and celebration resulting in a highly engaged and performing workforce.

In recognising Three Ireland as demonstrating the greatest all-around performance for a large contact centre in Ireland, the judges would like to specifically highlight their smart adoption of customer-led digital solutions and their continuous improvement mindset, reinforced by a highly engaged and energised workforce. Congratulations to Three on creating a true “Centre of Excellence”!

16. CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR - LARGE



HIGHLY COMMENDED

Dell Technologies

The judges highly commend Dell's 'Enterprise Expert Centre' (EEC) in this category. A multi-lingual, omnichannel operation, based in Cherrywood, is a highly complex and value-added service. A previous recipient of this award in 2020, Dell has demonstrated their continued achievement of best-practice operations.

Specifically, the judges applaud their customer-centred regime, their adoption of innovative technology and their highly connected workforce, boosted by their persistent focus on continuous improvement.

17. BEST EMPLOYEE ENGAGEMENT



Shortlisted 2023

Covalen	Flogas
eir	Lidl
Fexco	Uber

WINNER

Uber

In a year where the winning spot was very tightly contested, the judges wish to congratulate Uber for their relentless efforts to create a highly engaged working environment. With the Limerick Centre of Excellence providing a vital support function for Uber and running a 24/7 hybrid operation, the approach taken to ensure they attract, hire and retain the best and most diverse people possible is outstanding.

With a very clear strategy, guided by strong principles of striving to be the best place to work and delivering awesome experiences, the leadership team manage the initiative across six extremely well-defined core pillars. The focus on using the best technologies to ensure a seamless experience for every employee irrespective of their work location or schedule, coupled with very effective communication fosters a highly motivated workforce.

Considerable energy is given to understanding how the Uber employees feel about their working environment, then collaborating with the team to collectively take action to improve the employee experience and ensuring any actions taken are clearly communicated to all employees.

Finally, the judges were very impressed with the huge focus on numerous strands of wellbeing, diversity and inclusion. Not only are there multiple initiatives running currently but there are also plans to drive this element of the engagement strategy much further in the short to medium term.

Congratulations to the team at Uber, first time entrants to the CCMA awards, for being awarded the highly prestigious accolade of Best Employee Engagement. Uber have clearly demonstrated they nurture an environment and culture that all employees are proud to be a part of.

17. BEST EMPLOYEE ENGAGEMENT



HIGHLY COMMENDED

Covalen

The judges would like to highly commend Covalen in this category. Winners of this award last year, it is clear to see the dedicated Engagement department and a strong focus on driving a 'people first' culture continues to pay dividends. The emphasis on understanding the data being derived from the engagement strategy and the results achieved were very impressive, especially with such a diverse workforce across multiple sites.



IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

2023

PEOPLE PROMOTING EXCELLENCE

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