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IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

2019

PEOPLE PROMOTING EXCELLENCE

Book of the Night

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Welcome to the Irish Customer Contact and Shared Services Awards 2019

IRISH CUSTOMER CONTACT
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2019
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Ladies and gentlemen on behalf of the board of the CCMA we are delighted to welcome you to our 24th Awards ceremony, the 2019 Irish Customer Contact & Shared Services Awards. We are delighted to host this prestigious industry ceremony, celebrating customer service excellence within the Irish contact centre and shared services sector.

Digital transformation is forcing companies to change their business models and adapt to the new market reality. What's interesting about this is that it's not the companies that are driving this change, instead the change is being driven by the customer. Today, customers expect relevant content in relation to what they're doing anytime, anywhere and in the format and on the device of their choosing. It's their journey that dictates our customer experience strategy. And in order to keep up with this new kind of "always-connected customer", our businesses must embrace technology to deliver an unmatched customer experience.

I want to congratulate each of the organisations and industry professionals shortlisted this evening. The judging panel have had the pleasure of meeting and engaging with the talented and committed professionals working in your vibrant organisations. We applaud the focus on employee engagement and the drive for continuous improvement. We believe that your operations continue to set the standards for customer service excellence across the world.

On behalf of CCMA Ireland, I want to extend my sincere gratitude to all our sponsors this evening, in particular our gold sponsor Genesys, without your support this event would not be possible. I also want to thank and express my appreciation to Dorothy O'Byrne for her hard work, dedication and commitment throughout the year. Finally, I want to thank our judging panel for giving up their time to take on the challenging task of selecting winners from the many worthy entrants. Have a great evening.

Derek Temple

Chairperson CCMA Ireland.



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Irish Customer Contact & Shared Services Awards 2019

IRISH CUSTOMER CONTACT
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A MESSAGE FROM OUR GOLD SPONSOR

Genesys is delighted to be Gold Sponsor of the CCMA Irish Customer Contact and Shared Services Awards for 2019.



We are laser-focused on helping brands create lasting relationships with their customers and these awards are a tremendous opportunity to celebrate the businesses and individuals that are delivering exceptional customer experiences, sales, shared services and technical support both nationally and internationally.

Genesys powers more than 25 billion of the world's best customer experiences each year and our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premises and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

We wish all the nominees tonight the very best of luck, and to the winners, we are proud to recognise your achievements and celebrate alongside you! Enjoy your evening!

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1. BEST SALES CAMPAIGN

CATEGORY SPONSOR



Shortlisted 2019

AA Ireland & ServisBOT

Avantcard

WINNER

AA IRELAND & SERVISBOT

The accolade for Best Sales Campaign is awarded to the business that best demonstrates how their customer contact centre supports and integrates a sales programme to meet business objectives and deliver a return on investment.

AA Ireland is Ireland’s largest roadside assistance company and a market leading insurance provider. As consumers transition more and more to searching and paying for insurance cover online, AA Ireland has invested in chatbot technology on both its website and app to optimise customer engagement and drive improved sales conversions at the vital customer acquisition and renewal stage.

The judges were highly impressed with the speed of deployment of the AA Ireland chatbot implementation and the resulting sales outcomes. The integration of the chatbot into the sales and renewal process has resulted in significantly better sales conversions and enabled AA Ireland to compete on experience rather than just price.

Some of the clear business benefits realised so far include a significant improvement in sales conversions, strong customer engagement with the bot, a reduction in missed live customer chat/sales opportunities and reduced agent handling times. Sales agent productivity and morale have also improved with the chatbots and agents working together as a team to achieve impressive sales results.

The Judges congratulate AA Ireland and their technology partner ServisBOT on their win and look forward to seeing future examples of other technology-enabled sales success stories.

HIGHLY COMMENDED

AVANTCARD

The judges would like to commend Avantcard on delivering a very successful integrated sales campaign that rewarded their existing customers. Through a combination of investment in bespoke sales training, clever leveraging of customer data and strong cross-functional collaboration, Avantcard designed and delivered a strong sales campaign that was customer-led from the outset.

The judges wish continued success to the team at Avantcard.

2. BEST TRAINING & DEVELOPMENT PROGRAMME

CATEGORY
SPONSOR



Shortlisted 2019

AIB RACC	Lilly
Bvlgari	PayPal
Energia	Sun Life International
Hertz	Vhi Healthcare
IDG Direct	Zazzle
Laya Healthcare	

WINNER

PAYPAL CATALYST PROGRAMME

The Best Training and Development Programme for 2019 is awarded to PayPal for their Catalyst programme. Following an internal reorganisation in 2018, a new 500 strong team, Global Customer Complaints & Internal Controls (GCCCI) was formed within PayPal.

Faced with the challenge of needing to quickly develop a 'one-team, high performance culture', PayPal required a strategic training and development programme, one that would build team cohesiveness, strengthen approach to problem solving and execution and allow for team as well as individual development.

Using an evidence-based approach, Catalyst was designed and implemented with their partner ASCEND+. The programme centered on four key themes: 1. Building personal connections, trust and authenticity; 2. Leveraging on emotional intelligence; 3. Aligning to a shared purpose and set of behaviours and 4. Enabling on-going competency development and recognition. We were particularly impressed with the phased and impactful approach to delivery. Essentially there were three main phases. The first phase focused on fostering 'One Team' behaviours with senior management, resulting in a clear 'Team Purpose' - to drive performance and collaboration across their entire team, built through leadership collaboration and trust. Phase two involved rolling out formal training to the extended leaders. In advance of this training everyone completed an EQI assessment followed by a dedicated 1:1 coaching session with ASCEND+. Phase three focused on the roll out of the training to the entire team via various workshops, self-directed learning and communications.

The effectiveness of the programme was measured during every step of the way by feedback and engagement surveys as well as detailed KPI Performance tracking. The results have been extremely favourable with improvements in perception of team culture and cohesion as well as significant financial benefits. Ongoing feedback from participants and their managers is used to continually improve the programme.

The judges congratulate PayPal on this pioneering, progressive and innovative training programme, which has delivered significant gains to their people, customers and business and has been clearly instrumental in achieving a 'One Team High Performance Culture'.

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2. BEST TRAINING & DEVELOPMENT PROGRAMME

CATEGORY
SPONSOR



HIGHLY COMMENDED

LILLY

The challenge for Lilly was “how do we better prepare our future leaders to take up management positions?”, “how do we set them up for success?” With this need to build leadership capability, a detailed needs analysis was completed and the ‘Emerge’ pre-leadership development programme was born. The objectives of the programme were clear: to increase leadership capabilities in line with global leadership expectations and in doing so increase the internal talent pool and candidate role readiness for first level leader positions.

The Emerge programme has directly led to significant positive improvements of leadership capability with clear return on investment demonstrated. The approach taken to delivery, ongoing support and evaluation impressed the judges as an example of best practice implementation.

HIGHLY COMMENDED

ZAZZLE

With a clear goal of reaching world-class standard NPS by the end of 2019, Zazzle’s NPYES programme was razor sharp in its focus on supporting their individual “Zazzlers” to take responsibility and control of their individual iNPS scores to drive overall client satisfaction.

On-boarding of new hires was redesigned including a blended learning approach with particular emphasis on the customer journey and supported by training materials which were easy to access and to understand. The results are impressive with new hires iNPS, productivity and quality scores significantly higher than previous cohorts. The training has been further customised for existing staff and improvements have been seen team wide. We wish continued success to the team at Zazzle.

3. BEST USE OF TECHNOLOGY – STRATEGIC PROGRAMME

CATEGORY SPONSOR



Shortlisted 2019

AIB	Sky
Three	

WINNER

SKY

Congratulations to Sky for the design and implementation of their excellent messaging platform. With significant volumes of inbound calls coming into the operation, the challenge for Sky was to improve their customer experience by resolving queries more efficiently and at a time and place more convenient to their customers. This programme objective was to introduce a messaging platform and integrate new technologies to automate part of the customer experience.

This new platform allows customers to message Sky through multiple touchpoints, including the IVR, MySky App, Web, Facebook Messenger and many more. Impressively, the platform provides integration with a range of Bot functionality. A Bots framework was created identifying tiers of chatbots, from standalone to fully integrated.

Sky made a decision to build their own application that would integrate with the LiveEngage platform, giving them ownership and allowing them to fully dictate the roadmap. A planned and structured approach to implementation was deployed. Feedback and learning from customers and staff was welcomed and valued and used to enhance the service. The platform has delivered quantifiable benefits to the organisation, including: increases in CSAT and NPS scores; improved efficiencies and productivity and more effective management reporting capability. The impact of these results have contributed to excellent operational and financial performance, including an increase in revenue and growth, a reduction in customer churn and an improvement in people engagement scores.

In awarding Sky ‘Best Use of Technology – Strategic Programme’ for 2019, the judges congratulate them for being bold, innovative and progressive with their digital strategy. They have demonstrated clearly that they are at the forefront of technology advancement, by transforming their service offering to changing customer needs and behaviors, resulting in enhanced experiences for customers and improved efficiencies to the business.

4. BEST USE OF TECHNOLOGY – TACTICAL PROJECT

CATEGORY SPONSOR

The Sunday Business Post

Shortlisted 2019

11890 & Intellicom	Emovis
Abtran	Glanbia Business Services
Avantcard	SSE Airtricity & VoiceSage
CarTrawler	Virgin Media

WINNER

CARTRAWLER

CarTrawler is the world’s leading B2B technology provider of car hire and mobility services to the travel industry. Providing support to its business partners and their clients via live chat in multiple languages, 24/7 and across multiple time zones while also providing a great customer experience is challenging and expensive. Providing agents with the right tools and information in real-time is key. CarTrawler faced the challenge of developing a new system to manage multi-lingual webchat which would support agents across their sites, provide detailed reporting and evolve with the business.

The project team together with AI company EdgeTier developed ‘Arthur-ficial’ a homegrown, cost effective solution that allows agents to support clients in other languages using real time translation and AI-enabled query prioritisation and routing. This solution has delivered real measurable efficiency, quality and financial benefits while adding capability to the CarTrawler core offering.

The judges were particularly impressed with the use of Arthur real time translation. This has directly addressed resourcing challenges and supports non-native speaking agents. Arthur is a great step in the right direction for CarTrawler and the judges look forward to hearing more about their AI journey in the future.

HIGHLY COMMENDED

AVANTCARD

Avantcard’s technology team faced the challenge of integrating a newly acquired book of business. The decision to develop a suite of smaller solutions to manage different parts of the migration process, rather than an expensive “off the shelf” package was bold. The financial savings to the business from this decision made the customer transfer financially viable. The judges commend the fact that this new data transfer process now provides Avantcard with a ready-made solution for any future acquisitions they may consider.

HIGHLY COMMENDED

11890 & INTELICOM

The 11890 business is operating ‘in a stagnant market’ so fresh thinking was needed on how to reduce costs and increase efficiency while also improving the customer experience. Decoupling their directory enquiries engine from their historical supplier and then linking to a competitor’s information thus ‘making their enemy their friend’ is an ingenious tactic. The judges felt this was a great example of using a technology enhancement to tackle a business problem in an innovative and creative way.

5. BEST CUSTOMER EXPERIENCE

CATEGORY SPONSOR



Shortlisted 2019

AIB Homes Centre of Excellence	Sun Life
Dell Technologies	Three Ireland
Energia	Virgin Media
Indeed	Zazzle

WINNER

VIRGIN MEDIA

Congratulations to Virgin Media for their ‘hat trick’ - three times consecutive winner of the esteemed award ‘Best Customer Experience’. Yet again, they have demonstrated excellence in setting and meeting the highest standards of customer experience provision.

‘Making it easy’ for customers is a central theme for Virgin Media. With a simple strategy of making each customer journey as effortless as possible by tailoring their service to matching a customer need, they are enjoying tremendous business success. The past year has seen yet more improvements with increases in NPS - at both transactional and relational level, higher customer effort and trust scores, enhanced first contact resolution and notable call reduction levels.

Virgin Media adopts a strategic and in-depth approach to listening, understanding and responding to customer needs and expectations via a variety of different methodologies. Significantly, they have created a ‘Customer Effort Model’ which measures the customer’s journey in terms of effort - be that hidden, invisible, cost or customer. By working through each journey and scaling the effort on each step, they identify areas for improvement in order to eliminate effort for customers.

Virgin Media encourages their people to go ‘off script’, take ownership and always put the customer first. Feedback from staff is actively promoted and they are encouraged to be customer advocates and suggest areas for improvement. A culture of customer centricity and staff empowerment is strongly evident. Thinking outside the box and going above and beyond for customers is very much the modus operandi of this operation.

Innovative use of technology is adopted which is delivering significant benefits to customers. Of particular interest is their TechSee tool, which enables customers to give an agent a visual into their house, helping them connect their equipment and troubleshoot an issue.

Presenting Virgin Media with this award for the third time has to be the strongest testament to their commitment to delivering customer experience excellence. The judges applaud them on this spectacular achievement. Their single-minded approach to ‘making it easy’ has led them to disrupt and transform customer service provision to the highest standard, making them a deserving and commendable winner.

5. BEST CUSTOMER EXPERIENCE

CATEGORY
SPONSOR



HIGHLY COMMENDED

SUN LIFE

The judges would also like to highly commend the Sun Life Service Desk for their agile approach to delivering excellent customer experience. Introducing stronger collaboration through an ‘intelligent swarming’ approach has transformed how the service desk operates, resulting in higher productivity and NPS scores. With a strong focus on agent engagement, contribution and development, this is an operation that truly values the role agents play in delivering customer experience.

HIGHLY COMMENDED

THREE

The judges would also like to highly commend Three in this category. With NPS on an upward trend, they have clearly demonstrated quantifiable benefits to the business. The role their employees play in delivering customer experience is highly regarded and a culture of collaboration, ownership and performance improvement is strongly evident. Not willing to sit still, they have ambitious plans in place across technology and people that will bring CX to the next level. We look forward to monitoring their progress.

6. OUTSOURCE PARTNERSHIP OF THE YEAR

CATEGORY SPONSOR



Shortlisted 2019

Abbott & Genpact	Arise & ComReg
Arema Connect & eShopWorld	Bord Gáis Energy & Capita Customers Solutions

WINNER

BORD GÁIS ENERGY & CAPITA CUSTOMER SOLUTIONS

Congratulations to Bord Gáis Energy and Capita for demonstrating strong collaboration and strategic alignment in their pursuit of customer excellence and business performance. Capita’s relationship with Bord Gáis Energy began in 2010 with 35 staff providing credit management services. Over the years the services have expanded to include sales and retention activity; today there are 120 staff working in a unified sales and collections operation in Little Island in Cork.

Key to this partnership success is the honest and open communication adopted by both parties. A collaborative and inclusive approach is evident, particularly when managing and implementing change and driving process improvements. There have been many positive and exciting changes throughout the lifetime of this relationship, which has resulted in significant efficiency and quality improvements across all elements of the operation.

The value and role of people is very much at the heart of this partnership. Great efforts have been made by both companies to improve the level of staff engagement. Feedback from staff is actively encouraged and staff are recognised and rewarded for their contribution. Open dialogue is encouraged, and issues are discussed openly so that resolutions can be reached together.

Both parties have collaborated on deploying best in class and resilient technology. Robust data management policies and procedures are in place to ensure all customer data is secure. The Business Continuity methodology is aligned with the best practices of ISO 27001 and ISO 27002 Code of Practice, resulting in a highly resilient solution, including uninterruptible power supplies on all servers and PCs in order to minimise interruptions.

In selecting Bord Gáis Energy and Capita as the winners of ‘Outsource Partnership of the Year’ for 2019, the judges would like to congratulate them on their ability to work together as ‘one team’ , underpinned by a strong partnership framework, based on honesty, trust and collaboration.

HIGHLY COMMENDED

ABBOTT & GENPACT

The judges would like to high commend Abbott and Genpacts outsourcing partnership. This is a large and complex shared service activity and we were particularly impressed with the level of transformation achieved, resulting in a highly efficient and effective operation. A strong focus on people development and learning was also evident.

7. SHARED SERVICES
CENTRE OF THE YEAR

CATEGORY
SPONSOR



Shortlisted 2019

Abbott EMEA Financial Shared Services	Lilly Global Business Solutions
Arema Connect	

WINNER

ABBOTT EMEA
FINANCIAL SHARED
SERVICES

The award for Shared Services Centre of the year goes this year to the Abbott EMEA Financial Shared Services team. The team was formed in 2015 almost entirely from scratch with 95% new hires on a new greenfield site. Working in a complex environment with multiple ERP systems the team work on delivery and improvement across record to report, order to cash, procure to pay and operations.

The judges were impressed with the clear progression in multiple service metrics over the previous year, with a reduction of over 50% in aged and blocked invoices standing out as a singular achievement.

The team has been diligent in identifying the significant savings they are bringing to their organisation. The judges were impressed with how the team has built wider engagement across the team with over \$900k in savings being identified by staff in 2018.

It is clear that the team has a strong commitment to staff engagement, seeing significant improvement in managing staff attrition and a rounded staff evaluation and development programme. The team showed their interest in new approaches to recruitment including the use of “walking interviews” during their hiring process.

This award is a testament to the quality of service capability the team have managed to build over the past four years even while incorporating the largest corporate acquisition in the company’s history during 2018/2019 without detrimental impact on their service metrics.

First time entrants to these awards, the judges wish to congratulate the Abbott EMEA Financial Shared Services team on their success in demonstrating the value of the shared services model.

8. BEST USE OF SOCIAL MEDIA

CATEGORY
SPONSOR



Shortlisted 2019

AIB	SuperValu
EA Ireland	

WINNER

AIB

This award category recognises companies that have demonstrated the successful integration of Social Media in their organisation, not only to enhance and support their customer service delivery, but also to bring about real business benefits as evidenced by the innovative application of these channels within the contact centre and wider organisation.

The judging panel were unanimous in their decision that AIB were the deserving winners of the Best Use of Social Media Award for 2019.

AIB have now won this award five times since the category was first introduced in 2012 and it is clearly evident that their social media team has matured and evolved to keep pace with this rapidly changing medium.

As an organisation, AIB embrace a customer first culture and the social media support team deliver on this ethos by supporting customers as their online needs change. To put it simply – AIB’s advertising makes the promise and the social media team provides the proof by handling queries in a personalised manner, anticipating queries and keeping customers up to speed on changes that impact them.

It is clear that AIB customers have embraced this strategy with an increase in the number of inbound queries via social channels resulting in a significant deflection of voice queries to the phone banking contact centre.

From a KPI perspective, AIB have already achieved their social media performance goals at the time of their award submission and can boast a very impressive NPS score of over 70 which is considered world class.

Overall the judges were very impressed with the submission and would like to congratulate the social media team for demonstrating their ability to innovate and in particular to drive change through cross team collaboration within the organisation.

HIGHLY COMMENDED

EA IRELAND

The highly commended award this year goes to a support organisation who is no stranger to offering a best in class customer experience through social media. From the announcement of new products right through to launch and live support, social media is at the centre of EA’s Marketing and Support strategy.

Supporting over 11 million contacts each year, EA’s Social Support and Community teams come together to form a digital service operations team supporting and engaging with gamers on their preferred social channels.

The Judges were most impressed with the innovative KPI metrics being measured and surpassed by the social team, with the “players helped” metric increasing by over 180% year on year. It was evident that the increase in headcount resulted in an overall increase in player reach and a 19% reduction in contact handling through the phone channel.

The judges are delighted to highly commend EA Ireland for their entry in the Best Use of Social Media category.

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9. SUPPORT TEAM OF THE YEAR

CATEGORY
SPONSOR



Shortlisted 2019

AIB RACC - Strategic Engagement & Insights	Hertz - HESC Team
Avantcard - Workforce Management Team	New Ireland - People & Technical Capability
EA Ireland - Quality & Coaching Team	PayPal - ICA Care Team
Emovis - HRTQ Team	Sun Life - Service Desk Shared Services Team
FEXCO - Software & Digital Creations Team	Sun Life International - Support Delivery Team

WINNER

SUN LIFE INTERNATIONAL -
SUPPORT DELIVERY TEAM

For the Sun Life International Support Delivery Team, serving clients in a wide variety of jurisdictions around the globe, brings an extraordinary amount of complexity and diversity to the simplest of Client requests. Their goal of a “Client for Life” has led to the development of a range of initiatives to ensure that there is a strong emotional connection between Sun Life and their clients and that the team deliver experiences that puts the client at the centre of all that they do.

In selecting Sun Life for this award, the judges were impressed with the complete focus the team has in delivering an extraordinary customer service to a vast array of stakeholders. The team have enhanced the digital side of their business by digitizing current business models and creating innovative new models to meet clients' needs and support advisors. Their continued work on “Know your Customer” (KYC) for Sun Life's customers has led to impressive employee engagement scores and improved client experience.

Recognising their collective capabilities, the team have built a high-performance culture that enables them to develop, retain and attract top talent and thereby achieve a competitive edge. This has seen the team take on new responsibilities in 2019.

Highly commended in this category in 2018 the judges are delighted to name Sun Life International Support Delivery Team as worthy winners in 2019. They are congratulated for their continued focus on service improvement and innovation balanced with developing a highly skilled and motivated team.

HIGHLY COMMENDED

FEXCO SOFTWARE &
DIGITAL CREATIONS
TEAM

The judges would like to highly commend Fexco's MBSO Software and Digital Creation Team for their impressive submission detailing great innovation, plans for growth and development within the team and clearly demonstrating how they bring value to their business. They have a very refreshing and innovative approach.

HIGHLY COMMENDED

SERVICE DESK SHARED
SERVICES TEAM

The judges would also like to highly commend the Sun Life Service Desk Shared Services Team. Their approach to product delivery and knowledge management and the adoption of agile methodology is impressive. Clearly the backbone of the Sun Life service delivery model they continue to enhance the customer experience whilst improving the employee experience too, we wish them continued success.

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10. TEAM OF THE YEAR

CATEGORY
SPONSOR



Shortlisted 2019

Bvlgari - Customer Service Team	New Ireland Assurance - Customer Retention Team
Capita Customer Solutions - Iarnród Éireann	PayPal - Social Customer Care Team
Dell Technologies - Optimise for Storage	Sky - Customer Priority Team
Lilly - Global Learning Operations Team	Vhi Healthcare - Life Team

WINNER

SKY CUSTOMER PRIORITY TEAM

Congratulations to Sky Ireland’s Customer Priority Team for this year’s winning submission. The team consists of 18 specialist advisors providing service to their customers across Complaint Handling, Accessibility Support, Social Media and Case Management.

The team has undergone significant change in the last year having been through a major restructuring and rebranding programme. This change programme facilitated the team in improving their ability to provide customers with the support they require while at the same time improving the team’s performance scores across all their major KPIs.

The major innovation this year, which was team led, involved their idea to identify improved ways that could cater for customers with varying abilities. The team spent sixty days working with their outsource partner identifying gaps in their code of practice for visually impaired customers. This idea and work resulted in a streamlined customer journey and more satisfied customers.

The team has an average tenure of seven years and due to their experience across all areas of customer support have been the flagship for trialling new ideas and initiatives in Sky Ireland.

“Fantastic, A credit to your company , Always positive to talk to, and I don’t think you understand how happy you have made me today”, are just some of the comments from their customer testimonials.

The judges would like to congratulate the team on a remarkable year of change, performance and value add and wish them continued success.

10. TEAM OF THE YEAR

CATEGORY
SPONSOR



HIGHLY COMMENDED

CAPITA CUSTOMER
SOLUTIONS – IARNRÓD
ÉIREANN TEAM

The judges wish to highly commend the Capita Customer Solutions Iarnród Éireann team. This is a strong and stable team that consistently beats its targets. Of particular interest to the judges was the team’s creation and development of a knowledge base. This team led initiative, has standardised and centralised all training and process documentation, ensuring there is one version of the truth for agents and helping to achieve first contact resolution for customers.

The fact that their partner Iarnród Éireann also outsourced part of the customer care email to this team, a first for Iarnród Éireann on this service, is testament to how well the team is performing and demonstration of a strong partnership model.

HIGHLY COMMENDED

VHI HEALTHCARE
– LIFE TEAM

The judges would like to highly commend the VHI Life Team. The judges were particularly impressed with the team’s ability to identify product innovations, such as VHI Mortgage Protection, and follow these profitable initiatives through to implementation, with much of the planning and control work being undertaken on their own time. Another very noteworthy initiative, which deserves a mention, is their interesting innovation on the Apex Call Planner – improving customer experience and team performance at the same time. Congratulations to the Vhi Healthcare Life Team.

11. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR

CATEGORY SPONSOR



Shortlisted 2019

Jack Bagge - Indeed	Colm Kenny-Vaughan - SSE AirtricityAmy
Amy Campion - New Ireland Assurance	Patrick McDowall - EA Ireland
Kim Collopy - Northern Trust	Pawel Mrozik - Sun Life
Lee Davidson - Glanbia Business Services	Tom O’Gorman - Sun Life International
John Donnelly - PayPal	Shauna Rooney - AIB RACC
Rachel Farmer - Laya Healthcare	Eoin Rossiter - AIB Homes
Sharon Healy - AIB	Emma Wall - Merlyn
Cherie Hook - Avantcard	Grace Walsh - Three Ireland

WINNER

CHERIE HOOK AVANTCARD

The judges are delighted to announce Cherie Hook as the Customer Service Advisor of the Year 2019.

Cherie joined Avantcard as a temporary Customer Service Advisor just over two years ago when she moved from the Retail Sector into Financial Services. Cherie has spent the last 12 months in the Customer Loyalty Team, knocking every target out of the park and retaining 1,754 customers in the process. What has also impressed the judges is Cherie’s genuine interest in new hires, supporting them in their first days on joining the team.

Cherie believes passionately in putting the customer first and indeed was referenced in the mainstream media by a media professional customer who she helped, converting his complaint into a “masterclass” in customer advocacy!

Outside of the office Cherie is a sun lover who loves nothing more than jetting off to Spain or Portugal for a well-deserved break. While at home Cherie is a committed family person and devoted dog lover.

With Cherie’s passion for putting her customers first and her willingness to help her colleagues, the judges are certain that Cherie will continue to shine in Avantcard. The judges would like to congratulate Cherie on winning this award and wish her all the best for her future career.

11. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR

CATEGORY SPONSOR



HIGHLY COMMENDED

LEE DAVIDSON GLANBIA BUSINESS SERVICES

Lee is undoubtedly a first-class team player and when he is not supporting his teammates in their work, he is helping to organise team social events. Lee has worked hard on improving his skills and takes responsibility for his own personal development. To that end Lee is currently a subject matter expert in three technologies, helping to satisfy his customers and fill knowledge gaps in the team. The judges congratulate Lee on being highly commended in this very important category.

HIGHLY COMMENDED

SHARON HEALY AIB

Sharon's hard work and 10 years' experience in customer services were justly rewarded in January of this year when she was promoted to Senior Customer Service Advisor. The judges were very impressed with Sharon's proactive approach to problem solving and willingness to take on tasks that go beyond her specific objectives. Sharon consistently shows empathy for her customers and will go the extra mile to make sure her customers receive the best possible care. Sharon applies this diligent approach to regularly running 10km races and half marathons in her spare time. Congratulations on being highly commended Sharon.

HIGHLY COMMENDED

PATRICK MCDOWALL EA IRELAND

To say that Patrick lives and breathes customer service would be an understatement! He is one of only two specialised advisors in EA globally that are dedicated to a single product – FIFA Mobile. Patrick's ability to identify knowledge gaps in the team and act accordingly to fill these gaps has hugely impressed the judges. Patrick is constantly looking for ways to make it better for his customers and his teammates and is the highest performing advisor in EA's global quality programme this year. We wish to congratulate Patrick on his passion for service and for being highly commended in this flagship category.

HIGHLY COMMENDED

EOIN ROSSITER AIB HOMES

Eoin has demonstrated an incredible ability to get things right for his customers first time every time, thereby streamlining customer service and eliminating the need for reworking. It goes without saying that reducing reworks which speeds up lending decisions to potential homeowners in today's housing market is a highly valuable contribution. The judges are impressed with Eoin's contribution to his team, which has seen him being appointed Employee Engagement Champion. When not suggesting and acting upon service improvements, IVR changes being one, Eoin can be found sailing, surfing, coaching or hiking – he's a busy man! Well done on being highly commended Eoin and best wishes for the future.

12. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER

CATEGORY SPONSOR



Shortlisted 2019

Ross Barrett - EA Ireland	Sinead McCawley - Capita Customer Solutions
Sarah Beggy - AIB	Margaret O'Rourke - VHI Healthcare
Niamh Bellew - AIB	Fiona Rice - Northern Trust
Kevin Carty - AIB RACC	Sarah Ryan - AIB Homes
Neil Croke - Sun Life	Katherine Sutton - Arema Connect
Giuseppe Fasci - Hertz	Marcus West - PayPal

WINNER

MARGARET O'ROURKE
VHI HEALTHCARE

Margaret “Mags” has led Vhi’s specialised sales and retention team since June 2018. A passionate, customer centric and self-motivated individual, her skill set in leadership, communication and motivation enables her to deliver excellent outcomes through a highly engaged and dedicated team.

In recent months Mags, as a trusted and well-respected member of Vhi’s team leader team, has been given responsibility for managing the on-boarding of new recruits. She is recognised for fostering a “can do” culture across her own team and with her peers. Her leadership style is to provide flexibility, support, trust and friendship contributes to the positive culture within her team.

Testament to Mags’ positive management style is the phenomenal retention rate for her team. A testimonial from one team member in particular stood out - “Mags is hugely supportive and pushed me to be the best advisor I could be. She didn’t want me to settle for successful calls, she wanted me to strive for exceptional calls. And I did”.

The judges were particularly impressed by Mags’ leadership style, her emotional intelligence and a relentless focus on developing the potential of her team and herself. It is also clear that Mags enjoys a positive work/life balance and the driving force behind this is her beautiful daughter.

We are delighted to name Mags O'Rourke as Industry Professional of the Year - Team Leader and congratulate her on her dedication to developing her team, a collaborative and inclusive approach to working with her team and a strong customer focus. We wish her continued success in her career.

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12. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER

CATEGORY SPONSOR



HIGHLY COMMENDED

KEVIN CARTY AIB RACC

Joining AIB in 2014 as a customer service agent Kevin has risen through the ranks rapidly, today he manages a team that are responsible for quality assurance activities, governance functions, and the management of complex customer portfolios. With a focus on performance improvement and employee engagement it is clear that Kevin has a pivotal role in the continued success and development of the operation. A keen toastmaster he has worked with his colleagues to build communication skills and confidence. Outside of the office Kevin is an accomplished rugby player. The judges are delighted to highly commend Kevin and wish him every success in the future both on and off the field.

HIGHLY COMMENDED

GIUSEPPE FASCI
HERTZ

Giuseppe started his Hertz career in 2009 showing amazing attitude and motivation from his very first day. Today he manages a team of 20 and is clearly focused on driving performance and engagement across his team. Giuseppe's leadership style ensures that he is always there for his people and customers to handle escalations, lead complaint resolution and support daily planning operational activities. A proud Italian, one of the secrets of his success is his energy and tenacity which he pursues through his passion for triathlon and fitness activities. He firmly believes that his professional results are directly connected with the quality of life he leads outside the office. Congratulations to Giuseppe on this commendation and the judges wish him continued success on the road ahead.

HIGHLY COMMENDED

KATHERINE SUTTON
AREMA CONNECT

Katherine is a key member of the Arema Connect Cork based team since 2010. In her role as Client Development Manager she leads her team in onboarding and supporting key client accounts providing multi-lingual customer service support. Katherine excels in nurturing client relationships and places a huge importance on staff motivation and development. Her strong leadership style and excellent communication skills are clearly evident, and she is a qualified lean six-sigma yellow belt. Katherine has future plans in place to continue leading and supporting her team and the judges wish her every success in her career with Arema Connect.

13. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL

CATEGORY SPONSOR



Shortlisted 2019

Declan Balfe - PayPal	Dave Higgins - Northern Trust
Shane Bourke - Sun Life	Madeleine Mendoza - Bvlgari
David Brock - SSE Airtricity	Saundra O'Hanrahan - AIB
Paul Evans - Sun Life International	Louise Slater Pope - AIB RACC
Brian Finn - AIB Homes	

WINNER

BRIAN FINN AIB HOMES

Brian joined AIB 9 years ago. He spent 6 of those in customer facing front-line roles. Today Brian is the Change Delivery Manager for AIB Homes.

Brian's key strength lies in his excellent communication skills. He has the unique ability to bring not just some, but all stakeholders along the change journey. He successfully used his network to bring together different parts of the AIB organisation to deliver positive outcomes for colleagues and customers.

In the last 2 years he has spearheaded important change and innovation initiatives in both the technology and process improvement realm. Brian's colleagues talk to how he has created a 'culture of possibility' amongst his team. His contribution to helping others is not just limited to work. He also volunteers locally putting his musical talents to great effect.

The judges were unanimous in their choice of Brian as Support Professional of the Year 2019. He can now add this prestigious industry award to an already long list of professional accreditations. We wish him continued success in his career journey.

The judges would like to highly commend two nominees in this category who have each demonstrated commitment, dedication and collaboration in their respective organisations.

HIGHLY COMMENDED

SHANE BOURKE SUN LIFE

Having started his career as a frontline Agent in 2006, Shane today works as a Service Desk Analyst with Sun Life. In the last 18 months he successfully delivered a number of key improvement projects that have made his colleagues and internal customers' life easier. His commitment and focus on his own personal development over the last 2 years was particularly noted by the Judges.

HIGHLY COMMENDED

MADELEINE MENDOZA
BVLGARI

Madeleine is the Training Manager for Bvlgari in its growing B2C division. In the critical start-up phase Madeleine developed a training programme that has since been set as the standard for training in other Bvlgari markets. The judges were particularly impressed by Madeleine's resourcefulness, her tenacity and her self-starter approach to getting things done.

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14. INDUSTRY PROFESSIONAL OF THE YEAR – MANAGER

CATEGORY SPONSOR



Shortlisted 2019

Raffaella Bonomonte - PayPal	Robert Freeman - Virgin Media
Roger Clancy - Voxpro	Lisa Plunkett - New Ireland Assurance
Simon Fowler - Indeed	

WINNER

Roger Clancy Voxpro

The ‘Industry Professional of the year - Manager’ for 2019 is awarded to Roger Clancy of Voxpro. As Vice President of Global Operations, Roger is a strategic, agile and dynamic leader with over 25 years’ experience within the industry. Roger is responsible for the service delivery, account management and financial management for key global accounts in the Technical, CX and Fintech verticals in three sites across two continents.

As a strong ‘People Manager’, Roger recognises and values the contribution of his team and fosters an environment where talent is identified, invested in and developed to create the leaders of the future. He actively promotes a culture of accountability and learning, reflected in his high employee engagement scores, which have seen a 3%-point increase year on year. With excellent communication and diplomacy skills, he adopts an inclusive and candid style, enabling him to effectively establish strong working relationships within his team and cross functionally with other work groups.

Roger’s approach to performance improvement and innovation has brought a renewed focus to Voxpro’s value driven purpose. He has been instrumental in establishing a network of analysts qualified in Lean Six Sigma and Black Belt, tasked with designing and implementing projects aimed at creating efficiencies, enhancing CX and reducing waste. A qualified engineer, he applies the ‘engineering mindset’ to CX process and workflow design. With curiosity at the heart of his thinking, he is a pragmatic problem solver and is constantly looking for better and more efficient ways of delivering CX to his clients.

The judges congratulate Roger as the winner of this prestigious award, noting what a truly authentic and inspiring leader he is. Possessed with excellent communication, analytical and relationship management skills, we are confident he will continue to be successful by delivering ground breaking strategies in his pursuit of excellence.

HIGHLY COMMENDED

RAFFAELLA BONOMONTE
PAYPAL

The judges would also like to highly commend Raffaella Bonomonte of PayPal for her leadership approach to people development and engagement. As a strong promoter of Diversity and Inclusion within the workplace, she values the differences between her team members and adopts a highly respectful, supportive and collaborative management style. With a natural ability to connect with people, she has encouraged her team to embrace change in their pursuit of delivering excellent results.

15. CUSTOMER CONTACT CENTRE
OF THE YEAR – SMALL

CATEGORY
SPONSOR



Shortlisted 2019

AIB RACC	Merlyn
Bvlgari	New Ireland Assurance
Ding	SSE Airtricity Business Energy
Folens	

WINNER

NEW IRELAND ASSURANCE

The judges are delighted to announce New Ireland Assurance as the winner of the Customer Contact Centre of the Year - Small award.

New Ireland is Ireland’s oldest insurance company having operated in the country for over 100 years. Now as a division of Bank of Ireland they continue to deliver value to the Irish market, growing market share significantly in 2019 and bringing significant new funds under management.

New Ireland Assurance stood out for their absolute focus on the customer. Working in an industry with significant product complexity and working with customers during very sensitive and often traumatic moments in their lives, they impressed the judges with Net Promoter Scores above the industry average.

Their customer success is delivered through an unrelenting focus on people development at both the individual and team level. The judges were particularly impressed with the combination of the “Be the difference” programme designed to help staff develop positive mindsets and soft skills, along with their “call quality loop” which helped focus skills on building effective customer deliverables. The team has a high commitment to coaching, demonstrating a coaching frequency well above industry norms.

Although this is a small contact centre, the judges liked the clever use of technology to get orders-of-magnitude improvements in high volume customer requests while also deploying some common-sense improvements that have a high customer visibility, such as replacing 1890 numbers with 01 numbers. These tactical improvements should not detract from the significant and ongoing investment they are making in substantial improvements in their broker and customer portals.

Highly commended in this category last year the judges are delighted to award New Ireland Assurance the accolade for Customer Contact Centre of the Year - Small 2019.

HIGHLY COMMENDED

MERLYN

Merlyn were acquired by a larger corporation in 2017 and this year was the year that their integration with their new larger parent really started to show up in their business and their submission.

Sometimes after an acquisition companies can let their focus on the core metrics slide. This was definitely not the case with Merlyn. They continue to improve key metrics such as FCR and service level, while also improving their core sales performance over 20% year-on-year.

Merlyn’s ongoing focus on finding the right people and then supporting and investing in them stood out. They are a great example of a small centre using their size and expertise to create and instill an unrelenting focus on customer satisfaction.

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16. CUSTOMER CONTACT CENTRE
OF THE YEAR – MEDIUM

CATEGORY
SPONSOR

it SOLUTIONS

Shortlisted 2019

Avantcard	Sun Life International
Northern Trust	Zazzle

WINNER

AVANTCARD

Avantcard is a consumer finance business. Governed by the Central Bank of Ireland, it provides unsecured credit in the form of credit cards and personal loans in the Irish market, both under its own brand and through its partners Chill Money and An Post Money. The contact centre which has experienced significant growth in the last 15 months is based in Carrick-on-Shannon and employs c. 160 staff. With a channel strategy of digital first not digital only, this is a multi-channel operation, one that is coordinated, consistent and connected.

Avantcard demonstrates a progressive approach to people management and development, reflected in a highly engaged workforce and extremely low attrition rates. Of particular note, are the new initiatives they have deployed to support staff development including 'My GROWth Plan' which focuses on career aspirations and development needs and the 'Senior Leadership Rotation Programme' where middle management attend senior weekly planning meetings for a three month period.

The judges were particularly impressed with Avantcard's recognition of the importance of creating a positive culture to support staff engagement and ultimately drive performance. This is a company that has focused strongly on developing strategic and creative approaches to communication, social responsibility, wellness and celebration. A testament to the company's commitment to their people and the environment they operate in is the recognition they received in September 2018 of Avantcard as a 'Great Place to Work'.

The operation has delivered remarkable performance, exceeding targets year to date. With excellent NPS and quality scores, it is clear that this operation puts the customer first. Armed with the highest standards and controls, an inclusive and positive workplace culture and a strong focus on performance management and improvement, this is an operation that is raising the bar for contact centre delivery in Ireland.

HIGHLY COMMENDED

NORTHERN TRUST

The judges would like to highly commend Northern Trust for their continued advancement in best practice contact centre operations. This is a customer centric operation with a vibrant culture where team members embrace all things customer in their pursuit of service delivery excellence.

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17. CUSTOMER CONTACT CENTRE OF THE YEAR – LARGE

CATEGORY SPONSOR



Shortlisted 2019

Dell Technologies	PayPal
EA Ireland	

WINNER

PAYPAL

We are delighted to announce PayPal as the distinctive winner in 2019 of the highly prestigious award 'Contact Centre of the Year - Large'. A highly complex, multi-lingual operation with over 2,500 people across two sites, Dublin and Dundalk, dedicated to providing front and back office service to customers. This is a true centre of excellence and innovation, underpinned by strong leadership and customer centricity.

A key factor of PayPal's success is their unrelenting focus on their people. They adopt a strategic and value-added approach to hiring, training, providing career progression opportunities, building comradery through engagement and taking care of their peoples' wellness. They invest heavily in their teammates' development and learning, providing a range of training opportunities and qualifications within an effective career progression framework.

PayPal is a positive and progressive role model for 'wellness' within the workplace. Their 'Total Wellness' programme adopts a holistic approach, focusing on complete wellness, from physical to emotional and financial. This programme demonstrates significant positive impact on their employees' overall wellbeing, engagement and loyalty, delivering tangible benefits to the company.

PayPal has adopted technology in a creative and smart way, driving significant efficiencies for the organisation and easier experiences for customers. Of particular note is how they have enabled technology, particularly within the digital space, to deliver an omni-channel service offering, one that is customised to the context and personalised to the customer.

Integration and collaboration are central themes for PayPal as they strive to deliver seamless and joined up service to their customers. Of note has been the establishment this year of the Experts Team; a pilot programme comprising handpicked individuals from both front and back office operations. This team is dedicated to providing a holistic approach to customers, with complete ownership of the end-to-end customer experience. The results of this pilot, particularly in terms of customer and employee experience have been extremely favourable; a decision has now been made to roll this approach out globally.

PayPal has consistently led the way in successful customer operations time and time again. Not afraid to think differently and make brave decisions, they have raised the benchmark for service delivery excellence within Ireland and beyond. By adopting a leadership philosophy that values inclusion, collaboration, innovation and wellness, they boldly stand tall as they inspire, motivate and bring out the best in their team.

HIGHLY COMMENDED

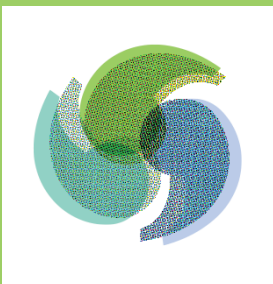
DELL TECHNOLOGIES

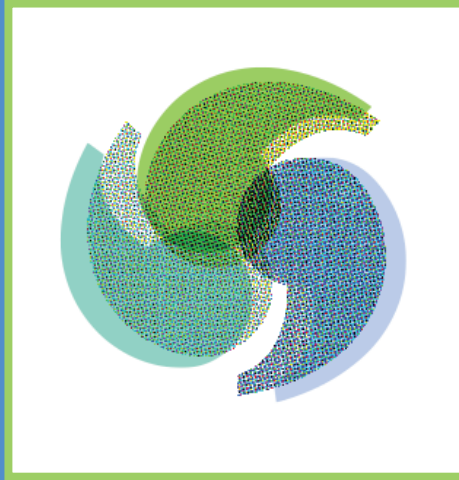
We would like to highly commend Dell Technologies for their commitment to putting their customer front and centre of their organisation and consistently delivering high performance. The judges were particularly impressed with their approach to staff development and their advanced and innovative adoption of technology to enable effortless service experience for customers.

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Trends in Customer Service Operations in Ireland in 2019

- In contrast to 2018, businesses are now managing to significantly displace phone and email traffic through the effective use of social media and AI-assisted direct messaging through major customer messaging channels.
- Bots are being used to support the early part of the sales funnel, supporting lead qualification and resulting in higher conversion rates.
- When companies are downsourcing or where there is an expectation of a significant release of skilled resources, HR departments from growing companies are linking up to provide opportunities to the resources coming available.
- In high-volume automated transaction environments, some companies are achieving success in identifying where, for select customers, encouraging an agent contact (higher cost) intervention is worthwhile given future higher spend potential and increased customer lifetime value.
- Companies are getting better at identifying special needs customers and better training their people in the field or in remote channels to better support these special customer needs.
- Using the customer voice as a machine-recognizable unique id for an individual is starting to emerge as a rapid customer identification and verification method. This has the potential - in time - to better support single-view-of-customer.
- Use of AI translation within bots is being effectively used by a number of companies to offer both automated and human-mediated customer support in multiple languages for their English-only speaking agents.
- Some companies are beginning to implement cross-functional teams - brought together in order to resolve hard-to-fix issues for customers that were previously falling between departmental responsibilities.
- Businesses are upskilling their agents to train and implement bots to improve throughput, thereby enriching jobs while reducing operational costs.
- Some companies are bringing video production inhouse allowing them to increase the quality and relevance of their troubleshooting and support videos with contact displacement metrics to match.





IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

2019

PEOPLE PROMOTING EXCELLENCE

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