



IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

2020

PEOPLE PROMOTING EXCELLENCE

Book of the Night

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Contact and Shared
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Welcome to the Irish Customer Contact and Shared Services Awards 2020



Ladies and gentlemen on behalf of the board of the CCMA we are delighted to welcome you to the 2020 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.

This has been a year like no other and we are so proud and humbled by everything you've accomplished together. The world has definitely seen its fair share of crisis in the last few months, but it has also seen incredible heroes. During challenging times, companies and employees have delivered amazing customer services when people needed it most. It's heart-warming and inspiring to see all this hard work recognised across our industry. When the pandemic is over, customers will remember the amazing customer service they received from individuals and companies. There's no doubt 2020 has also accelerated digital transformation for our customers and for all of us.

I want to congratulate each of the organisations and industry professionals shortlisted for this year's awards. The judging panel have had the pleasure of meeting virtually with the talented and committed professionals working in your vibrant organisations. 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 in particular GoTo by LogMeIn, without your support this event would not be possible. I also want to thank and express my sincere 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.

Derek Temple

Chairperson CCMA Ireland.



Irish Customer Contact & Shared Services Awards 2020

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A MESSAGE FROM OUR GOLD SPONSOR



GoTo by LogMeIn are excited to join forces with the CCMA to sponsor the 2020 Irish Customer Contact and Shared Services Awards. As members of the CCMA, GoTo want to recognise excellence in Contact Centre performance, a topic that resonates with us a business.

“The CCMA awards highlights best practices in the industry and is a great way for like-minded professionals to learn from one another on how best to support their customers. They also give members an opportunity to understand new ways of working that have revolutionised Contact Centres and take steps to introduce them within their organisations. GoTo by LogMeIn understands the importance of the CX industry to the Irish economy and the 2020 Irish Customer Contact and Shared Services Awards are a great opportunity to highlight this.” Joseph Walsh, Principal Product Marketing Manager, LogMeIn.

GoTo by LogMeIn is a recognized market leader in Unified Communications and Collaboration. It has the industry’s most comprehensive portfolio of UCC solutions that create simpler, more intelligent ways for people to meet, connect, market, sell and train, to deepen relationships and drive better outcomes. These include award-winning products under the GoTo portfolio brand, such as GoTo, Connect, GoToMeeting, GoToWebinar, and GoToRoom. Our UCC products support over 28 million users per month, with over 1.5 billion conferencing minutes a month contributing to over 8 million meetings per month, and nearly 20 billion voice minutes per year.

We wish all the nominees the best of luck tonight and looking forward to seeing all the winners!

Enjoy your evening!

1. BEST TRAINING & DEVELOPMENT PROGRAMME



Shortlisted 2020

National Shared Services Office (NSSO)	Permanent TSB Direct
SalesSense & Pinergy	

WINNER

Permanent TSB Direct

Tackling the challenge of providing a development path for contact centre staff which meets individual and company needs, the Leadership Exploration Accelerated Development Programme (LEAD) was launched in May 1019.

Clear objectives were set based on a rigorous review of current challenges. The programme includes both knowledge sharing and skills development with a good mix of classroom, individual and group work. It requires commitment from the individual, their leader and senior management and as such is a model for the culture PTSB are creating. The results against target were impressive.

The Best Training and Development Programme for 2020 is awarded to Permanent TSB Direct.

HIGHLY COMMENDED

Salessense & Pinergy

‘Managing the SalesSense Way’ is an impressive and over-arching training programme for the Pinergy Team. The commitment to a career path for front line staff has already been proven by exclusively internal promotions.

HIGHLY COMMENDED

National Shared Services Office

The NSSO ‘Data Protection e-learning’ programme is a good example of using a mandatory CPD programme to demonstrate organisational belief in harnessing new digital tools and smart ways of working for their people. By setting clear objectives with transparent reporting the NSSO met their regulatory requirements and continuous updates will ensure these requirements continue to be met.

2. BEST USE OF DIGITAL CHANNELS

Business
Post

WINNER

AIB

This award category was re-imagined this year to recognise an organisation that has integrated digital channels to enhance and support its customer service delivery. In particular this year we placed emphasis on the changes needed to support customers during the Covid-19 pandemic, understanding that this posed a significant challenge for Customer support organisations.

AIB are no strangers to this award and once again have been declared winners for an unprecedented sixth time in the history of these awards, proving that its possible for an organisation operating in a highly regulated industry to leverage Social Media and other digital channels to improve the customer experience.

AIB clearly demonstrated the bank's ability to adapt its Digital strategy in the face of the Covid-19 pandemic. When the pandemic took centre stage in March of this year, the Irish population took to the Social Media channels like never before, to voice their fears, anxieties and frustrations. The AIB team analysed these social conversations and quickly determined that queries relating to Financial Institutions commanded 1-2% of the overall total conversation providing a valuable insight into the challenges facing AIB customers and allowing them to prepare replies and solutions.

Their 3 pronged strategy of Query Anticipation, Dialogue and Digital Assistance creates a solid foundation for embracing AIB's Customer First culture and the proof is in the results - A response mechanism to handle a 70% spike in demand for digital assistance while still meeting or exceeding all KPIs, happy customers as evidenced by a really strong NPS score and a happy staff based on a really strong Gallup poll.

The Judges would like to congratulate the AIB team on a fantastic result.

3. OUTSOURCE PARTNERSHIP OF THE YEAR



Shortlisted 2020

Abtran & The Road Safety Authority	FMI & Electric Ireland
SalesSense & Pinergy	

WINNER

Abtran & The Road Safety Authority

In awarding Abtran and the Road Safety Authority (RSA) the winners of Outsource Partnership of the year - 2020, the judges wish to congratulate both companies on their successful collaborative approach to strategic partnership. Since 2012, Abtran has worked with the RSA to provide the National Driver License Service (NDLS) processing unit; this is a large scale, highly complex operation.

Underpinning this partnership is the focus on longer term goals and a shared vision of the future. With an emphasis on continuous improvement and customer excellence, both companies are committed to the 'drive to digital' to enable easier and more efficient customer experiences for licence applications and renewals. Abtran has been instrumental in investing in and developing the NDLS online portal with phase one of a three phase implementation plan already completed.

This partnership is committed to effective relationship management via honest and open communication, strong collaboration, clear governance and cultural alignment. With senior management ownership from both organisations, there is clear direction and incisive decision making.

It is clear that this is a mature and transparent partnership, one of mutual support, with both organisations sharing the efforts, pain and investments in their pursuit of operational excellence.

4. BEST CUSTOMER EXPERIENCE

Shortlisted 2020



Bank of Ireland	Cartrawler
Virgin Media	

WINNER

Virgin Media

For the fourth year in a row Virgin Media has retained the highly prestigious award of “Best Customer Experience”. The judges applaud them on their continued advancement in transforming customer service provision, reflected in innovative solutions, remarkable results and a complete devotion to delivering effortless customer experience.

Their application of technology to enhance customer experience and deliver more efficient and joined up service provision has been impressively noteworthy. For example: their new Visual Agent tool allows the customer to share a video/photo remotely which helps their field technicians to identify root cause and talk the customer through fixing the issue over the phone; their bots on their messaging service has reduced customer time and effort and their single agent desktop which is aligned to a number of their systems, allows agents to fully engage with the customer and gather information instantly, increasing first contact resolution and reducing average handle time.

Being creative and applying innovation is very much part of the modus operandi of this company. With the introduction of ‘Sweeprr’ that is reshaping the way technical support is provided and their next generation Virgin TV 360 box with voice control, they are meeting not just their ambitions of effortless customer experiences but are raising the bar (yet again) for customer experience delivery in Ireland.

With their highly engaged and on-brand workforce, their ability to truly listen to their customers and their innovative approach to solutions, they have successfully enabled ‘effortless’ customer experience. Congratulations to Virgin Media on their outstanding submission.

4. BEST CUSTOMER EXPERIENCE

Shortlisted 2020



HIGHLY COMMENDED

Bank Of Ireland

Bank of Ireland’s systematic approach to measuring customer experience and then presenting those metrics real time across all levels of the organisation is equipping them to lead in CX in the coming years. They have also gone out of their way to engage their staff in driving improvements into the business and the level of staff engagement in business improvement is impressive. The judges were also impressed with their many-stranded and thought through support for customers and other stakeholders in the bank throughout Covid.

HIGHLY COMMENDED

Cartrawler

The judges would like to highly commend Cartrawler in this category. Cartrawler provided a great example of how to put CX right at the centre of their companies growth strategy. Their response to Covid also impressed the judges. By combining an attractive offer to retain future business, along with an innovative bot and mixed outsourcer channel strategy Cartrawler improved their NPS through the pandemic and showed they will be a company to watch in 2021.

5. BEST USE OF TECHNOLOGY – STRATEGIC PROGRAMME



Shortlisted 2020

Dell Technologies

Sun Life International

WINNER

Sun Life International

The accolade for Best Technology – Strategic Programme is awarded to the business that best demonstrates how they have successfully deployed new technologies/digital platforms to transform their organisation’s business performance and customer experience.

Driven originally by a compliance and risk need to vet customers (CDD customer due diligence), Sun Life International created a one-stop digital shop to house and manage client information that simplified and enabled high level automation of what is a laborious and complex process. Notable in the win is how the platform was quickly rolled out to a second business unit shortly after. The early involvement and engagement of frontline staff to help define the solution is to be commended. The Judges congratulate Sun Life on a win that clearly evidenced the business value (efficiencies) to be gained from simplifying life for customers and employees.

HIGHLY COMMENDED

Dell Technologies

The judges would also like to commend Dell Technologies on delivering a solution that brought together disparate customer support organisations into a single global platform. All this in the most challenging of Covid 19 times. This platform now delivers a range of new functionalities that creates exciting customer experience enhancement possibilities and the Judges look forward to future submissions that will demonstrate how the platform evolves in coming years to realise those possibilities.

6. BEST USE OF TECHNOLOGY – TACTICAL PROJECT



Shortlisted 2020

Abtran	Zevas
Intellicom for Offaly County Council	

WINNER

Zevas

The award for Best Use of Technology – Tactical is awarded to the contact centre who best demonstrates how they have successfully deployed a specific type of technology, tool or application to improve their contact centre’s business performance and customer experience.

Covid 19 has created a challenging environment for effective one-to-one coaching. Nonetheless, Zevas chose to expand their existing GROW coaching programme rapidly during 2020, repurposing it for their distributed WFH workforce. By leveraging the GROW.earth system to support both individual staff development and team leader coaching capability, Zevas onboarded new hires in-country and across the EU thereby continuing to grow staff numbers during the pandemic. We appreciated how Zevas used the GROW.earth system to support team-lead and staff local needs, while also enabling organisation wide visibility of the frequency and quality of coaching. We liked the strong connection made in the submission between coaching and outcome metrics. The judges liked the simplicity of the deployment and the ability to rapidly integrate the GROW.earth system with Zevas’ existing call quality system. We would also particularly commend the partnership approach adopted to achieving this outcome.

HIGHLY COMMENDED

Intellicom For Offaly County Council

The judges would like to commend Intellicom and Offaly County Council for their rapid response and deployment of a telephony platform in the early days of the Covid 19 Emergency. Quick thinking from a county-wide community forum combined with an agile response from Intellicom created a memorable central helpline for vulnerable customers. A great example of what can be achieved when public service, civic leaders and the private sector come together to serve citizens.

7. TEAM OF THE YEAR



Shortlisted 2020

Allianz Medical Services Team	FMI Mymilkman.ie Team
Arema Connect eShopWorld Team	Indeed Benelux Shared Support Team
Dell Technologies Optimise for Storage Team	Merlyn Customer Services Team

WINNER

Merlyn Customer Services Team

Merlyn stood out by being strong across all areas of their submission. They were transparent with their metrics, which showed the initial impact of Covid where volumes rose and staff moved home, and this was reflected in depressed service level and NPS scores. This made their latter year recovery to their usual high levels, with volumes 50% higher than early year stats, all the more impressive. Merlyn also introduced customer journey analytics during the year and managed to continue with the rollout of this programme during the pandemic. This programme showed impressive results by reducing engineer dispatch times by 66%. The judges continue to be impressed with Merlyn's absolute focus on the customer, introducing trustpilot and working hard to gather and incorporate customer feedback into their processes. Merlyn are the clear winner of the category.

HIGHLY COMMENDED

Indeed Benelux Shared Support Team

Indeed Benelux support team are charged with providing support to the hiring departments of companies across Benelux. They stood out as a team that really supported each other during the pandemic and their willingness to help out their colleagues in other areas was exemplary. They are a great example of how a smaller team can make a big difference.

7. TEAM OF THE YEAR



Shortlisted 2020

New Ireland Assurance – Pensions Team	PayPal – Merchant Identity Consultants Team
NSSO Customer Relations & Support Services Team	Vhi Webchat Team

HIGHLY COMMENDED

NSSO Customer Relations & Support Services Team

The National Shared Services Office (NSSO) are the Governments shared service provider for HR, pensions and payroll administration. In an excellent submission, the judges noted the challenge faced by the unit as most of our public servants moved home to work. NSSO demonstrated a 40% reduction in complaints compared to the previous year and continued to onboard new clients during the pandemic. The judges are please to commend their submission.

SPECIAL COMMENDATION

Allianz Medical Services Team

Recognising the times we are in, we would like to bestow a special award to the Medical Services Team within Allianz Care for their specific service to their expatriate members during Covid 19. This is a team of multilingual health professionals, including doctors, nurses and dentists, in addition to non-clinical care coordinators. A highly valued service offered by the team is Emergency Medical Evacuation and repatriation.

Congratulations and thank you to the Allianz Care Medical Services Team for their dedication and enormous help to their expatriate members.

8. SUPPORT TEAM OF THE YEAR



Shortlisted 2020

AIB – Business Performance Team	New Ireland Assurance– People & Technical Capability Team
PayPal – EMEA Site Coach Team	Sun Life International – US Quality Control Team

WINNER

PayPal EMEA Site Coach Team

The judges were unanimous in their selection of PayPal as the overall winner for Support Team of the year. PayPal has invested in an extensive coaching programme throughout its EMEA region. Over 2000 employees throughout EMEA are engaged in the programme. Over 95% of the participants work on the front line. In the past 12 months, 5,000 hours of coach the Coach sessions, 1,000 hours of calibration and 100 hours of quality assurance have been delivered. The coaching focus is an integral part of the organisation’s transformation programme and integrated with the Business strategy. All members of the coaching teams are accredited coaches and qualified EQ practitioners.

PayPal demonstrated with evidence, impressive returns on this people investment including significant business results and improved customer contact measures. The value (benefit realisation) of this initiative to the Business has been estimated at just under \$3million.

The team have also introduced innovative Art initiatives that have helped to boost creativity, reduce stress, create new possibilities including pride in the workplace.

The judges would like to congratulate PayPal on their continued focus on service improvement and innovation balanced with developing a highly skilled and motivated team.

3. SUPPORT TEAM OF THE YEAR



Shortlisted 2020

AIB – Business Performance Team	New Ireland Assurance – People & Technical Capability Team
PayPal – EMEA Site Coach Team	Sun Life International – US Quality Control Team

HIGHLY COMMENDED

AIB Business Performance Team

The Judges highly commend AIB for several initiatives that this support team took particularly during COVID-19 and for their successful call back campaign. Incoming customers contacts increased significantly during this period to avail of the moratoriums on loans and mortgages, the team supported the contact Centre by securing flexibility from other employees in the bank to increase staff numbers servicing the front line. The Team supported the increased customer activity within service levels.

HIGHLY COMMENDED

New Ireland Assurance People & Technical Capability Team

The Judges have also highly commended New Ireland’s Technical Capability Team. The Team predominantly support the Contact Centre and through various programmes focused on soft and technical skills of the agents along with risk and change management initiatives. They have secured an impressive set of new sales results, continuous improvement in NPS scores, reached targets for First Contact resolutions, increase in culture and engagement indices. The team have clearly demonstrated that they are an enabler for delivering excellent service.

9. INDUSTRY PROFESSIONAL OF
THE YEAR – CUSTOMER SERVICE
ADVISOR



Shortlisted 2020

Ignacio Bellmont – PayPal	Arlene Byrne – AIB
Joanne Carrig – New Ireland	Pauline Clancy – Avantcard
Niamh Fitzgerald – Sun Life International	Willie Furey – Vhi Healthcare

WINNER

Joanne Carrig
New Ireland Assurance

This individual is an outstanding customer care advisor who demonstrated an exceptional work ethic with a passion for putting the customer first.

A highly valued team player, who is always on hand to lend support to team members. An avid learner with a thirst for knowledge and for imparting knowledge she is passionate about the inclusion and diversity agenda.

With her tenacity and drive we know that her star will continue to shine in the Irish Customer Service industry. A worthy recipient of this award, the 2020 Customer Service Advisor of the Year is Joanne Carrig of New Ireland Assurance

HIGHLY
COMMEDED

Niamh Fitzgerald Sun Life
International

Working in customer services for over 20 years this lady is a wonderful role model for striking a work life balance. Working part-time, her performance is exceptional, with a natural ability to deliver an excellent customer experience for her clients. Congratulations Niamh Fitzgerald of Sun Life International on your commendation.

9. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR



Shortlisted 2020

Brian Marshall - Indeed	Ciara O'Neill – PayPal
Stephen Orminston – PayPal	Laura Ott – Indeed
Dan White – Sun Life	

HIGHLY COMMENDED

Willie Furey
Vhi Healthcare

Our second commendation is for a first-class team player clearly considered to be an outstanding friend and colleague. His sense of team spirit was clear, demonstrating a genuine passion for his customers and colleagues and consistently going the extra mile. The second commendation goes to Willie Furey, Vhi Healthcare.

HIGHLY COMMENDED

Ciara O'Neill
PayPal

Having recently celebrated her 10 th anniversary working with her organisation this nominee is a top performer whose can-do attitude and warmth shone through. Her warm and engaging personality means she is the “go to” person who is greatly appreciated by her customers and colleagues alike. Congratulations on your commendation to Ciara O'Neill, PayPal.

HIGHLY COMMENDED

Dan White
Sun Life

Our final commendation is for an individual who is dedicated to delivering exceptional client experiences. Having “pivoted” from a career in culinary arts he has shared many cookery tips with his colleagues during the new working from home model. We know he has a long and fruitful career ahead in the CX industry in Ireland. Congratulations Dan White of Sun Life.

10. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



Shortlisted 2020

Teresa Bennett – AIB	Michael McTague – Avantcard
Gary Camon – Sun Life Service Desk	Jane Signorelli – Sun Life International
Ann Marie Halligan – AIB	

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

WINNER

Michael McTague
Avantcard

The judges were unanimous in their selection of Michael Mc Tague of Avantcard as the overall winner for Support Professional of the year. In selecting, Michael for this award, the judges were particularly impressed with Michael’s achievements in the workplace as well as in his local community.

Michael has achieved high impact outcomes within his organization as well as being actively engaged in his spare time with leadership roles in the GAA, Soccer and School management.

Michael has been pivotal in the delivery of an outstanding level of customer service and has delivered on an impressive set of business results. He demonstrates high level of discretionary effort and he is a shining example to his company of their values and attendant behaviors’. There is strong evidence of Michael supporting the building of a multiskilled, highly flexible and engaged workforce.

Michael has been described by his team and Senior Managers as invaluable with all the challenges over the past 12 months. His leadership has enabled significant wins to customers, employees, and the overall business performance. We wish him continued success in his career.

The judges would like to highly commend two nominees in this category who have each demonstrated commitment, collaboration, and an employee focus in their work.

10. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



Shortlisted 2020

Teresa Bennett – AIB	Michael McTague – Avantcard
Gary Camon – Sun Life Service Desk	Jane Signorelli – Sun Life International
Ann Marie Halligan – AIB	

HIGHLY COMMENDED

Ann Marie Halligan
AIB

The Judges highly commend Annmarie Halligan, a support professional who challenges operational norms in her organisation to eliminate complexity. Annmarie has achieved impressive results by continuously improving processes. She has secured a significant number of workdays saved by introducing across her organisation an array of innovations. These innovations include automation, improved templates, MI reports, dashboard, presentations, and tracking systems. Her people and collaborative skills have been utilised to secure improved outcomes for all stakeholders. A role model for AIB’s values she is without doubt deserving of commendation.

HIGHLY COMMENDED

Gary Camon
Sun Life Service Desk

The Judges have also highly commended Gary Camon of Sun Life. Gary has a leadership role in a large international service desk at his organisation in Waterford

He has secured an impressive set of evidence-based business results against target. A support professional for whom a clear leadership trait of preparedness was evident and came to the fore this year in the implementation of a business continuity plan to respond to the impact of Covid 19. A valued team member and self-starter who gets things done, well done Gary

11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



Shortlisted 2020

Mark Cameron – AIB	Emma Cooke – Indeed
Seamus Doyle – Merlyn	Aidan Flannery – TELUS International
Carolyn Forde – SSE Airtricity	Tina Larkin – AIB

The unprecedented challenges of COVID-19 and in particular the move to working from home have placed particular burdens on Team Leaders. To support their people virtually while simultaneously keeping the focus on the client and business objectives has meant Team Leaders have had to learn new skills and lead in new ways.

WINNER

Tina Larkin, AIB

Tina leads 19 people in the Sales & Service Team. Prior to Covid 19 they were smashing their KPI's and focussing on continuously improving their processes, people engagement and NPS. With an almost threefold increase in calls due to Covid and a fracturing of the team to 4 sites with some people working from home, Tina embraced the challenge and worked with her people to find smart ways to service their clients while ensuring the workload did not overwhelm them.

Tina's people-centric approach shines through in her team's consistently high engagement through tough times. Congratulations and continued success to Tina.

WINNER

Ana Viar, PayPal

As Senior Team Leader for PayPal's EMEA (FRITES) Customer Service Team, Ana leads nine Team Leaders, their teams and the Outsource Partner Relationships for this market. Her team has many young, recently arrived nationals from countries seriously impacted by Covid-19 and this provided unique challenges for Ana and her team leaders. The understandable fear and worry for their families was compounded by the isolation of working from home without the infrastructure, community and family support meant some of her people were struggling.

Ana's focus on supporting both the practical and mental health needs of her wider team shone through. She led the first fully operational WFH team across PayPal and held the first virtual hiring event while ensuring her team felt fully supported within the PayPal community. A deserving winner of Team Leader of the year.

11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



Shortlisted 2020

Elena Mastovich – PayPal	Grainne Reilly – AIB
Aoife O’Mahony – Arema Connect	Ana Viar – PayPal
Ronan O’Brien – Avantcard	

The judges were impressed with the ingenious ways these Team Leaders found to lead their teams into the new normal. While each Team Leader’s situation and team were unique the can-do attitude to pivot to virtual so quickly and successfully 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.

HIGHLY COMMENDED

**Aidan Flannery,
TELUS International**

Aidan is a Sales Team Leader with 19 people working for a Fintech Client. He is passionate about continuous improvement and is a Lean Six Sigma Green belt and has initiated and implemented numerous improvement projects across his and the wider TELUS team. His #SayStayStrive is particularly impressive in tackling employee engagement in a transparent and innovative way. It has given a platform for all team members to voice their concern/feedback, identify reasons to stay and opportunities to thrive. It’s focus on the TELUS core value of embracing change and initiating opportunities by supporting the education and development of individuals and teams meant that TELUS were set up for success when the challenges around Covid-19 arrived.

HIGHLY COMMENDED

**Carolyn Forde,
SSE Airtricity**

Carolyn is a Home Energy Customer Service Team leader with a team of 14 telephony- based people. Now 100% WFH Carolyn’s team have continued to deliver for the client as shown by their good NPS, and outstanding friendliness and quality scores. Her focus on her people’s development has meant her team members have been promoted widely throughout the organisation. Having completed People Development, Performance Coaching and Resilience training Carolyn now leads the recruitment and onboarding for the wider team. Recognised for her proactive approach to people management and mentoring, she plays a pivotal role in the continued success and development of her team.

11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



Shortlisted 2020

Mark Cameron – AIB	Elena Mastovich – PayPal
Emma Cooke – Indeed	Ronan O’Brien - Avantcard
Seamus Doyle – Merlyn	Grainne Reilly – AIB
Aidan Flannery – TELUS International	Aoife O’Mahony – Arema Connect
Carolyn Forde – SSE Airtricity	Ana Viar – PayPal
Tina Larkin – AIB	

HIGHLY COMMENDED

**Elena Mastovich,
PayPal**

Elena is Lead Team Leader within the EMEA Customer Identity Program (CIP). Her team are the best performing within CIP globally. Covid-19 brought specific challenges for the risk team as their clients found it difficult to provide original documentation to meet anti money-laundering requirements. As the world moved online this could have resulted in long delays for clients setting up new PayPal accounts. Elena worked with the internal stakeholders to find solutions to streamline the processes without increasing regulatory risks which helped not just her team’s clients but clients across CIP globally. Elena’s focus on making things easier for clients and her team to work virtually was recognised internally by her recent promotion to Senior Team Leader.

HIGHLY COMMENDED

Grainne Reilly, AIB

Grainne is Team Leader – Direct Sales with a team of 13. She leads the highest performing team within Direct Sales while delivering impressive NPS and engagement scores. Her team had to change their focus from sales to managing payment breaks for clients due to Covid 19. Dealing with clients in fear and sometimes distress was a challenge for all of the team. By keeping a positive focus and empathetic approach Grainne has supported her team through the development and delivery of training on improved processes across the wider team. In the words of her COO she ‘found new solutions, delivered in new ways against significant time pressure.’

12. INDUSTRY PROFESSIONAL OF THE YEAR – MANAGER



Shortlisted 2020

Aisling Durkin – Indeed	John Weldon – Sun Life
Damien Hutchinson – Permanent TSB	

WINNER

John Weldon

The highly celebrated prize of ‘Industry Professional of the year – Manager’ 2020 is awarded to John Weldon of Sunlife. As Director of the Service Desk & Knowledge Management, John is a strategic, creative, and forward-thinking leader who has driven significant change and progress to meet both the needs of his customers and the needs of his people.

An imaginative and curious manager, John is constantly on the lookout for better ways of doing things. From ‘Intelligent swarming’ to advanced performance analytics through to progressive knowledge management strategies, he has enjoyed remarkable success, reflected in a responsive and high-performance team.

John is a charismatic and visionary leader with a dynamic and inclusive style. He embraces collaborative relationships both within and outside his team. Open to other people’s perspectives and ideas, he facilitates high engagement and ownership with his people. Evidence of his leadership is reflected in the Service Desk consistently out-scoring other teams in the bi-annual Global Engagement Survey. Additionally, John has demonstrated impressively his ability to develop strategic relationships with the wider SunLife organisation, resulting in the Service Desk being positioned at the heart of the IT organisation.

Congratulations to John on being this year’s winner of Industry Professional – Manager of the year 2020. The judges were unanimous in awarding him this prestigious accolade, noting what a truly agile, authentic and creative leader he is; supported by excellent communication and relationship skills, a thirst for knowledge and a relentless focus on making things better.

13. SHARED SERVICES CENTRE OF THE YEAR



Shortlisted 2020

National Shared Services Office (NSSO)	Sun Life Service Desk
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WINNER

Sun Life Service Desk

The award for Shared Services Centre of the year goes to the Sun Life Service Desk. The judges were impressed with Sun Life’s strong and in-depth use of success measures to establish their impact on customer satisfaction. Their focus on customer service extended to their response to COVID 19 ensuring that it did not impact their NPS score whilst implementing a series of duty of care initiatives.

The team used this opportunity to utilise new cost-effective initiatives from self-service to knowledge base tools. They demonstrated a strong, passionate approach to continuous improvement with a very effective framework and methodology. The intelligent swarming being a prime example. All of this intense activity was done with great accolades from their customers.

Sun Life have created a centre of excellence whereby they centralise, streamline and add value to a number of global functions. Their focus on driving change and continuous improvement is a leading example of how organisations should see shared services, as a key enabler in driving greater service and customer experience.

HIGHLY COMMENDED

National Shared Services Office (NSSO)

The judges would also like to highly commend NSSO for a very strong submission. They clearly demonstrated that innovation was critical to the NSSO and one of their core values with strong service measurements and in-depth KPIs, detailed efficiency improvements and very strong people engagement initiatives. They illustrated their commitment to delivering an excellent standard of customer experience and the value of the shared service model. Congratulations to the team at NSSO.

14. CUSTOMER CONTACT CENTRE OF THE YEAR – SMALL

Shortlisted 2020



Cartrawler	Permanent TSB
New Ireland Assurance	

WINNER

New Ireland Assurance

For the second year in a row, we are delighted to announce New Ireland as the deserving 2020 winner of Contact Centre of the year - small award.

New Ireland has continued to put the customer front and centre of the operation which is reflected in the positive NPS scores and customer feedback. Integral to their success is their relentless focus on continuous improvement, citing many improvement initiatives within their submission, resulting in easier and more streamlined processes for customers.

It is clear that the contact centre staff play a major role in the operation's success. This is a highly connected and engaged operation, one where people's contribution and value is recognised and rewarded. New Ireland is passionate about training and development, having adopted a strategic and agile approach to learning. We were impressed to see how successfully they have adapted their training methods and delivery models to meet the new virtual environment of Covid.

In bestowing New Ireland this prestigious award, the Judges note their persistent focus on the customer, their highly engaged and committed staff and their dedication to learning and development – all underpinned by an energetic, creative, and progressive environment.

HIGHLY COMMENDED

Permanent TSB

The judges would like to highly commend Permanent TSB for their high performance sales operation; it is clear that this centre brings significant value to the business . We were particularly impressed with their approach to continuous improvement, particularly, their launch of the new Sales Force Effectiveness Team.

Congratulations to Permanent TSB, we look forward to monitoring their progress in the future.

15. CUSTOMER CONTACT CENTRE
OF THE YEAR – MEDIUM

Shortlisted 2020



Avantcard	Sun Life
Cartrawler	

WINNER

Avantcard

Congratulations to Avantcard for retaining the esteemed award of Contact Centre of the year – Medium 2020. This is a progressive customer centric operation that manages end-to-end customer journeys and experiences for three brands (An Post Money, Chill Money and Avantcard).

Avantcard is committed to making their customer experience simple and effortless. With a coordinated and effective channel strategy that is Digital First but not Digital only, they achieve consistency and excellence in end-to-end customer service provision.

Key to the success of this operation is the role and contribution of their people. The judges were particularly impressed with Avantcard’s approach to staff engagement. They have applied innovation and creativity to the practices they have introduced to help ensure an environment of open communication, collaboration and engagement. Interesting to note, in 2020 Avantcard saw it’s trust score rise from 73% to 77%. Furthermore, the judges applaud the company’s investment and approach to staff wellbeing – a testament to this, is their recognition as the first financial services provider in Ireland to be awarded the KeepWell Mark from Ibec

With a highly engaged and committed workforce, a creative approach to learning and development and a single-minded focus on everything customer, this contact centre is a progressive ‘Centre of Excellence’; one that embodies leadership, excellence, and innovation.

HIGHLY COMMENDED

Cartrawler

The judges would like to highly commend Cartrawler for their commitment and dedication to their customers. An agile operation that has responded impressively to market and business change, enabled by a highly engaged workforce, clever use of technology and versatile approach to customer service provision; we look forward to monitoring their progress in the future.

16. CUSTOMER CONTACT CENTRE OF THE YEAR – LARGE



WINNER

Dell Technologies

Congratulations to Dell Technologies for being awarded the highly prestigious accolade of Contact Centre of the Year – Large 2020. Winner of this award in 2015, 2017 Dell Technologies has demonstrated yet again their commitment to contact centre advancement and excellence. A responsive and innovative operation, they are continuing to raise the standard of operational delivery within the customer management industry.

The judges were particularly impressed with a number of achievements:

- Their ability to navigate their way through the Covid crisis and maintain strong performance with minimal impact to customers.
- Their transformational change programme which was designed to provide a one Dell Technologies customer experience. A highly challenging programme that included streamlining product integration and organisational change.
- Their persistent and innovative focus on staff development and engagement and their ability to foster a spirit of diversity and inclusion.
- Their continued clever adoption of technology to support easier and effortless customer support. In particular, the rollout of their new CRM platform, which includes many new features that drives better customer and staff experience.

Dell Technologies energy and enthusiasm for creating effortless customer journeys is evident throughout. This bold and exciting operation is disrupting and transforming customer management operations, making them a commendable and highly praiseworthy winner.

17. BEST RESPONSE TO COVID 19



AIB	Dell Technologies
Arema Connect	DPD Ireland
Avantcard	Dublin City Council
Cartrawler	Emovis
Cook Medical	Fidelity International

WINNER

Dell Technologies

Firstly this organisation’s response to Covid-19 was evidenced by strong customer engagement and culture data. Stand outs included the care and attention of the leadership team, evidence of collaboration and innovation and a relentless focus on delivering for their customers and their people. Worthy winners of this award are Dell Technologies.

WINNER

DPD Ireland

As an essential cog in the supply and logistics chain during the pandemic this company responded with innovative proactive communications to their partners and end customers and quickly established a hybrid customer service operation during the critical peak period. I don’t think there is one of that have not been delighted to see this company pull up during lockdown with our treasured delivery!

WINNER

Fidelity International

The judges were unanimous in awarding the accolade of ‘Outstanding Response to Covid-19’ to this organisation who through skillful leadership and guided at all times by the compass of their values, managed to achieve the delicate balance of addressing concerns for staff wellbeing and service delivery to customers.

Their proactive, responsive measures to ensuring employee safety and wellbeing were considered and consistent. They demonstrated a deep understanding of their customers’ needs during this time and responded accordingly. First time entrants to the CCMA awards we are delighted to announce our final winner in our Best Response to Covid 19 category – Fidelity International.

17. BEST RESPONSE TO COVID 19



Indeed	SSE Airtricity
NSSO	Sun Life
PayPal	Virgin Media
Permanent TSB	

HIGHLY COMMEDED

AIB

The challenges for such a large, complex and highly regulated organisation in dealing with the many implications for their people and clients were daunting but by taking a One Team approach and harnessing their existing IT, people and Infrastructure resources AIB have succeeded in balancing the sometimes competing needs of their revenue, their team and their customers. Of particular note on the people side is the roll out of mental health initiatives. Customer initiatives that impressed were proactive campaigns on payment breaks, dedicated helpline for over 65's, fee breaks, loans and refunds for SME's. AIB have succeeded in putting in place a new agile working model and continue to challenge the status quo in all areas of the operation.

HIGHLY COMMEDED

Avantcard

Our second commendation goes to Avantcard who had the challenges of servicing their customer base whilst supporting staff working remotely with unreliable broadband connections. Offering payment breaks to customers and also free courses and events to ease lockdown boredom they continue to be innovative in responding to the impact of Covid 19 on their operation. Congratulations Avantcard.

17. BEST RESPONSE TO COVID 19



HIGHLY COMMENDED

Cook Medical

For Cook Medical in Limerick, Covid has been a catalyst for change and has fostered unprecedented collaboration across teams and territories. The experience of their APAC operations gave them a head-start in planning for this pandemic. They were prepared, their people had the technology and they focussed on what their clients needed and continue to meet these needs. Well done to all at Cook Medical.

HIGHLY COMMENDED

SSE Airtricity

None of this company's contact centre staff had ever worked from home prior to the pandemic and now 100% are doing so successfully. SSE Airtricity quickly identified physical and mental health as two areas their people needed support in. The focus on mental health with 'Wellbeing Wednesdays', a Mental Health Café, webinars and resilience training for managers is commendable. Congratulations to the team at SSE Airtricity.

HIGHLY COMMENDED

Virgin Media

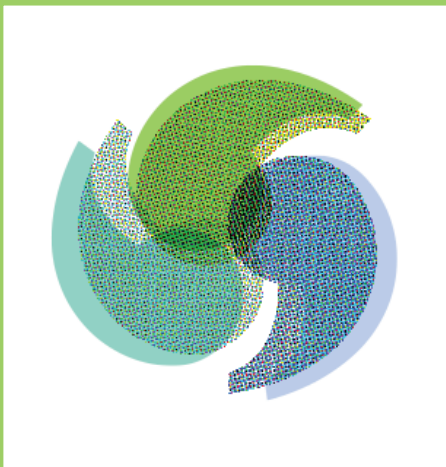
Our final commendation is for Virgin Media whose services have proved essential as the world moved to virtual working, schooling and socialising. Their response was holistic, client-centric and razor focussed at ensuring continuity for their clients and staff. Their rollout of Visual agent to their field technicians was an innovative solution which allowed their technicians to support client connections and troubleshoot issues while remaining socially distanced. Congratulations.



Trends in Customer Service Operations/ Service Delivery in Ireland in 2020

- Companies that chose to shut down phone lines for a short period immediately after the first lockdown suffered much less impact on the NPS and CSat scores than might have been expected. The consensus was that a short withdrawal of a communications channel is accepted by customers so long as the service level on the other channels is maintained.
- The rise and rise of chatbots. More companies are deploying chatbots and reporting good results. However, there were few stories about chatbots directly reducing inbound demand during the highest stress periods.
- During the first lockdown customers were forgiving of service weaknesses and outages however as the year wore on and the second level 5 lockdown appeared customers were less forgiving and expected companies to have adapted
- A number of companies have seen significant reductions in staff attrition during 2020. While this is certainly in part due to risk aversion in a difficult year, many companies attribute this staff loyalty to staff being more satisfied with a WFH environment and the removal of commuting time and costs.
- We are seeing the emergence of predictive NPS, where machine learning is used to predict detractors based on customer datapoints such as demographic, request type, outcome. This can be used when survey information is limited or not available and is beginning to show its worth in customer recovery programmes.
- A significant number of companies with comprehensive and rehearsed disaster recovery plans, did not have a pandemic option in their plan. Companies have recognised the need to review their plans and consider a wider range of possible disaster scenarios.

- Staff support programmes that may have been seen as niche in 2019 such as yoga, meditation and wellness programmes are becoming mainstream for many companies as a key way to support staff mental health in a WFH environment.
- Companies have tried many ways to maintain team connectedness and to provide just-in-time support after difficult calls and customer interactions. This is recognised as being a real problem with WFH but no clear consensus on the best way to manage this issue emerged.
- Companies who had trained staff to handle a wider variety of request types, rather than routing requests to specialists with deep skills, found the early months of the pandemic easier. Many companies experienced significant changes in the volume and mix of request types and response flexibility was a valuable asset during 2020.
- Staff coaching and development took a back seat during 2020 as companies focused on supporting their staff working in a new environment and often doing a substantially different job. The judging committee expect this to be a significant area of focus for 2021
- Almost all companies expect to offer much more flexible WFH options in the future due to staff feedback. An ability to choose to WFH sometimes right up to 100% of time signals greater flexibility will be an important element when companies decide on their resourcing, property and people strategies.



IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

2020

PEOPLE PROMOTING EXCELLENCE

GRAPHICS BY



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