



IRISH CUSTOMER CONTACT  
& SHARED SERVICES AWARDS

**2024**

PEOPLE PROMOTING EXCELLENCE

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# Welcome to the Irish Customer Contact and Shared Services Awards 2024

IRISH CUSTOMER CONTACT  
& SHARED SERVICES AWARDS

# 2024

PEOPLE PROMOTING EXCELLENCE



On behalf of the board of the CCMA, I'm delighted to welcome you to the 29th Irish Customer Contact & Shared Services Awards, where we celebrate excellence in the Irish contact centre and shared services industry.

Our industry is always changing and growing. Over the past year, we've seen remarkable advancements in technology, especially in AI. Tools like automation, chatbots, and AI-powered agents are shaping the future of customer contact. These innovations bring exciting opportunities, but they also remind us of the importance of balancing technology with the personal touch.

Even as we embrace new tools, human connection remains at the core of what we do. While technology allows us to work smarter, it's the dedication and professionalism of the many members of the CCMA that truly sets exceptional customer experiences apart.

At the CCMA, we are incredibly proud of your achievements in 2024. Congratulations to all the companies, teams, and individuals who have been shortlisted for an award. The passion, creativity and commitment you demonstrated during the judging process highlights why Ireland excels in the customer experience arena.

I'd like to extend a special thank you to our Gold Sponsor, Workair, and to all our category and corporate sponsors. Your invaluable support makes this event possible. I also want to recognize Dorothy O'Byrne for her continued leadership and dedication to the CCMA and to thank our judging panel for their hard work in reviewing so many outstanding nominations.

To all the businesses and individuals nominated, congratulations on this well-deserved recognition. I wish you all an enjoyable and successful evening celebrating the very best of our industry.

Barry O'Toole

Chairperson CCMA Ireland



# Irish Customer Contact & Shared Services Awards 2024

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& SHARED SERVICES AWARDS  
**2024**  
PEOPLE PROMOTING EXCELLENCE

## A MESSAGE FROM OUR GOLD SPONSOR



Workair is delighted to sponsor these awards for our third year. Workair exist to bring our clients closer to their customers through the optimal use of technology.

As an industry we face numerous challenges as we navigate a complex technological and operational landscape. Over the next 18 months, we will need to integrate AI and automation effectively, balancing automated and personalized service while overcoming data silos to provide a consistent omnichannel experience.

Cybersecurity and data compliance are significant concerns, as we must protect increasing amounts of customer data and stay updated with evolving regulations. Managing our workforce, especially in hybrid work models, poses logistical challenges, requiring secure, performance-driven remote solutions and comprehensive employee training. Handling data overload and leveraging real-time analytics are also pressing issues, as is ensuring scalability and adaptability within our legacy systems.

We will need to integrate advanced AI technologies and ensure collaboration between human agents and AI tools, while transitioning from monolithic to modular system architectures for better flexibility. Acquiring talent becomes more challenging, with a greater need for tech-savvy employees and continuous upskilling. Meeting customer expectations will require hyper-personalization and proactive service, all while managing ethical data use and privacy.

Integrating new communication channels and ensuring unified customer experiences across platforms will be critical, as will addressing cybersecurity threats due to increased digital interconnectedness. We must balance our technology investments with budget constraints and adapt to economic volatility, all while measuring the true impact of customer experience (CX) with refined metrics and closed-loop feedback systems.

We must adopt eco-friendly practices and address social expectations like ethical AI use and diverse hiring. Managing remote and hybrid work models, including maintaining security and team cohesion, will continue to be an ongoing concern. We need to adopt a strategic approach, focusing on flexible technology, robust data practices, and continuous workforce development.

Workair partner with the global leaders in AI enabled, cloud solutions that help our clients get closer to their customers with personalised, secure, effective opti-channel solutions.

We would like to thank Dorothy and the team in the CCMA for arranging another fantastic evening.

Finally we would like to wish all the finalists the best of luck tonight.

Stephen Mackarel, CEO Workair.

# 1. BEST TRAINING & DEVELOPMENT PROGRAMME

## Shortlisted 2024

Accenture	PTSB
Bank of Ireland	PrepayPower
Capita	RSA & 123.ie
Covalen	Squarespace
Forward Emphasis	Uber
Merlyn	Vhi Healthcare

## WINNER

### Forward Emphasis

The reality of training and developing the Gen Z workforce within the confines of a strict regulatory environment of financial services challenged Forward Emphasis.

They developed their eleetMotor elearning training programme specifically for the complex learning space of motor claims management. The primary aim was to address inefficiencies in the existing training which took six weeks and often resulted in high attrition during induction. Their goal was to reduce classroom time, engage and assess learners more interactively, and equip new hires with the skills and knowledge to engage successfully with customers while feeling fulfilled in their roles. Using an agile approach and driven by data, the implementation was iterative and included all stakeholders working collaboratively.

The results of eleet speak for themselves with a 50% reduction in training time, 35% increase in trainee KPI's including engagement and 70% increase in customer satisfaction. As an outsourcer Forward Emphasis had to gain the trust of their clients to implement eleet and took a partnership approach. This is now allowing them to add training as a service to their client offering as they use the eleet model to develop other training programmes for clients in the Financial Services Industry. The judges were impressed with both the operational success and the strategic nature of this programme.

The judges would like to highly commend one further programme in this competitive category as they demonstrated commitment, dedication and collaboration in their organisation.

# 1. BEST TRAINING & DEVELOPMENT PROGRAMME



## HIGHLY COMMENDED

Uber

Uber are highly commended for a programme designed and developed to improve the onboarding process and training for RegOps agents. The judges were impressed by the clear objectives and goals identified and the results achieved. Uber's willingness to challenge their own processes and training methodologies demonstrated a commitment to getting the best outcomes for regulators, trainees, stakeholders and the business. The positioning of this training as part of an agent's ongoing development to include follow up coaching and live support has resulted in impressive results in improved engagement, reduced attrition and increased efficiency.

## 2. BEST CUSTOMER EXPERIENCE



### Shortlisted 2024

Arema Connect & Unicef	PTSB
Bank of Ireland	Poppulo
eir	Prepay Power
Pobal	Uniquely & Pinergy

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

### WINNER

**Pobal**

The Judges wish to congratulate state agency Pobal, who support Creches, Montessori and After School Clubs across Ireland, for winning this award which recognises organisations committed to delivering the highest standards of customer experience (CX) in the Public, Voluntary and Non-Profit sectors.

The judges were impressed by the depth of CX maturity and commitment to customer which Pobal has demonstrated. This is reflected in a governance framework which extends across all levels in the organisation and the active involvement of senior management in shaping and steering Pobal CX strategies.

Pobal's strong commitment to CX training for all staff has helped build CX capability. Pobal actively engage with their customer groups and have used customer feedback to implement a range of initiatives in the last year that have made a material difference to the customer experience.

The Judges wish to congratulate Pobal on winning this accolade for 2024.

### HIGHLY COMMENDED

**Arema Connect & Unicef**

The Judges are delighted to commend Arema Connect and Unicef for a successful partnership which has seen Arema develop and deliver an important customer support solution focused on improving the customer experience for Unicef donors. This flexible CX solution, a combination of technical and people resources, has played a critical role in supporting Unicef's life-saving work and greatly enhanced their ability to respond quickly to emergency appeals and humanitarian crises.

### 3. BEST CUSTOMER EXPERIENCE IN PRIVATE/COMMERCIAL SECTOR



## WINNER

### Bank of Ireland Fraud

The highly coveted prize in 2024 for overall customer experience excellence within our industry is awarded to Bank of Ireland (BOI) Fraud Team. This team, comprising 210 dedicated staff members, focuses exclusively on fraud awareness, prevention, and intervention. Their primary mission is to protect the financial wellbeing of customers, offering proactive fraud prevention and, when necessary, providing empathetic support to those affected by fraud during difficult times.

Over the past year, the team has achieved outstanding results in key customer experience metrics, such as Customer Effort Score (CES) and First Contact Resolution (FCR). Notably, the BOI Fraud Team holds the highest CES among all BOI contact centre teams. The team operates with a customer-first mentality, placing great importance on customer feedback and continuously implementing initiatives based on that input. Complaints are seen as opportunities for improvement, and the team swiftly addresses any service issues to prevent recurrence. A dedicated subgroup within the Fraud Team performs root cause analysis on every complaint to identify and resolve pain points for customers.

The Fraud Team also collaborates closely with other areas of the organisation, sharing insights on fraud trends and patterns. A monthly forum allows cross-functional teams to discuss the Fraud Team's service performance and provide feedback via the "customer baton," ensuring that customer impacts are recognised, challenged, and appropriately addressed in a psychologically safe environment.

In the last 12 months, the team has made strategic use of technology to enhance customer experiences. This includes improvements to the Text Checker, in-app card control features, and spend alerts notifications. They've also upgraded their Conversational IVR system to ensure customers can quickly reach the right resolution point.

Given the high-pressure nature of fraud prevention, customers often seek direct interaction to report fraud. The Fraud Team delivers a 24/7/365 service, taking swift action to protect accounts and cards. All team members are extensively trained to demonstrate empathy and offer reassurance to customers in distressing situations. While the team is clearly customer-focused, they also maintain a people-centered culture, valuing the contributions and well-being of their staff.

The judges praise the BOI Fraud Team for their unwavering commitment to continuous improvement, cross-functional collaboration, and, above all, for consistently putting their customers at the heart of everything they do.

### 3. BEST CUSTOMER EXPERIENCE IN PRIVATE/COMMERCIAL SECTOR



**HIGHLY COMMENDED**

**ptsb**

The judges would like to give special recognition to ptsb in this category for their dedication to their customers. They have shown a steadfast commitment to delivering exceptional customer experiences, as evidenced by excellent results, strong leadership in customer experience (CX), and a vibrant customer-first culture. We look forward to seeing their continued progress in the future.

## 4. BEST USE OF DIGITAL CHANNELS



### Shortlisted 2024

ADEC Arise	Ryanair
AIB	

## WINNER

Ryanair

The winning submission for Best Use of Digital Channels stood out for its innovative approach to customer communications and impressive results across all key performance metrics.

The development of **'Project Raven'** demonstrates how Ryanair has transformed their digital customer engagement. This in-house platform combines automated messaging with live video updates from their Operations Centre, providing passengers with real-time information about their flights.

The impact has been significant. By automating 90% of customer communications, they've cut response times in half while improving customer satisfaction scores by 20%. Each week, their digital team manages communications for over 4 million passengers across 37 countries, making the scale of this achievement particularly noteworthy.

The judges were especially impressed by how the team reduced message sending time from 21 to 9 seconds, enabling them to provide personalised updates to 90% of disrupted flights. This efficiency gain, combined with their innovative use of video messages from operations staff, has set a new standard for customer communications during disruption.

Looking ahead, their roadmap for AI-driven analytics and virtual assistance shows clear commitment to continued digital innovation. The judges congratulate the team on delivering a solution that effectively balances automation with personalised customer service.

## 4. BEST USE OF DIGITAL CHANNELS



**HIGHLY COMMENDED**

**AIB**

In a category showcasing exceptional digital innovation, the judges are pleased to award **'Highly Commended'** to AIB's Social Media and Online Service Management team for their outstanding commitment to digital customer engagement.

AIB's customer-first approach is clearly demonstrated through their strategic expansion of digital services and channels. The team's evolution from traditional social media support to a comprehensive digital service hub has successfully reduced contact centre calls by 3,000 per month while maintaining impressive response times of just 16 minutes against a 30-minute target.

What particularly impressed the judges was AIB's holistic approach to digital support, significantly expanding their digital presence and creating innovative solutions for vulnerable customers who require more accessible forms of communication. Their commitment to quality is reflected in their consistent achievement of 98% in conversation evaluations and an impressive NPS score of +65.

The judges highly commend AIB for their systematic approach to digital channel management and their clear focus on creating personalized, accessible customer experiences across all digital touchpoints. Their dedication to supporting both personal and business banking customers while maintaining high standards of service excellence sets a strong benchmark for the industry.

## 5. BEST USE OF TECHNOLOGY – TRANSFORMATION PROGRAMME



Shortlisted 2024

Abtran	Ryanair
Capita	Vhi Healthcare
FMI	Virgin Media
Prepay Power	Workhuman

WINNER

Virgin Media

We are pleased to present the **'Best Use of Technology Transformation Programme'** award to Virgin Media for their successful implementation of a unified case management solution, which has delivered substantial benefits to the organisation.

The project has created a single, reliable source for all case-related data, enabling real-time management and reporting, optimised case routing, and improved communication. By placing the needs of both customers and the business at the heart of this initiative, and adopting a structured, inclusive approach to project management, Virgin Media has significantly lowered operating costs, reduced contact volumes, and boosted NPS scores—all while decreasing overall customer effort.

This was a complex undertaking involving 15 different stakeholder business areas, requiring complete buy-in and a full transformation of back-office operations to fully realise the benefits. The team demonstrated a deep understanding of the challenges faced by both customers and staff under the previous case management system and the negative impact this had on business efficiency and customer experience. By taking a customer-centric approach and utilising 'service design' methodologies, they developed a phased roadmap that was supported by continuous stakeholder engagement and consultation.

The results are clear: case ownership has improved, case resolution times have decreased, work processes have been streamlined, case volumes have dropped by over 50%, and customer effort scores have been significantly reduced.

By incorporating feedback from both customers and staff, Virgin Media plans to continue evolving and enhancing the solution, ensuring it remains aligned with business needs and customer expectations, and unlocking even further benefits.

Congratulations to Virgin Media for this outstanding transformation programme.

## 5. BEST USE OF TECHNOLOGY – TRANSFORMATION PROGRAMME



**HIGHLY COMMENDED**

**Ryanair**

The Judges would like to highly commend Ryanair for their contact centre migration to a new platform. Through effective partnership the team delivered a fast-paced project across multiple markets, delivering significant benefits to the organisation and exciting opportunities for the future.

## 6. BEST USE OF TECHNOLOGY – PROJECT



**WINNER**

**Ryanair**

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

This project stood out to the judges for its strategic implementation of GEN AI and large language models to enhance their email response process whilst significantly reducing costs, providing real time analytics, improved insights for agents and enhanced customer satisfaction. The integration of large language models in collaboration with EdgeTier demonstrates a forward-thinking approach that has led to impressive results delivering high-quality, personalised responses to their customers.

In presenting the accolade for Best Use of Technology Project to Ryanair, the judges were impressed by their innovative approach, leveraging the step change in natural language processing capabilities over the past two years. Congratulations to the team.

## 6. BEST USE OF TECHNOLOGY – PROJECT



### HIGHLY COMMENDED

#### Abtran

The judges highly commend Abtran for their achievement in transforming their contact centre operations in collaboration with HappyPath Labs through the innovative use of Amazon Connect. The integration of advanced features such as AI-powered conversational IVRs, chatbots, real-time sentiment analysis, and predictive routing has significantly enhanced customer experience, operational efficiency, and overall business performance.

The positive feedback from both clients and agents, coupled with the tangible benefits realised, underscores the success of this ambitious project. Congratulations to all of the team involved in delivering this project.

### HIGHLY COMMENDED

#### Workhuman

The Workhuman project is highly commended for its innovation and excellence in enhancing customer service through CallMiner's AI-powered conversation intelligence platform. With a focus on agent development and customer experience in an increasingly complex environment, this initiative has successfully transformed Workhuman's quality programME. It has delivered significant improvements in service quality and efficiency, empowered agents, and fostering a more engaged and motivated team.

The judges would like to congratulate the Workhuman team on their successful delivery of this project, setting a new standard of excellence for their business.

## 7. OUTSOURCE PARTNERSHIP OF THE YEAR



### Shortlisted 2024

Abtran & Pobal	FEXCO & SEAI
Arema Connect & Payac	ResultsCX & PayPal
CMOS & Electric Ireland	Uniquely & Bord Gáis Energy

## WINNER

### **FEXCO & Sustainable Energy Authority Ireland (SEAI)**

The Judges wish to congratulate Fexco and Sustainable Energy Authority Ireland (SEAI) on winning the accolade of Best Outsource Partnership of the Year 2024.

This partnership of 15 years has grown considerably both in depth and breadth in this time with FEXCO now playing a pivotal role in promoting and supporting sustainable energy practices in Ireland.

In the last 12 months, FEXCO, in collaboration with SEAI, have implemented multiple transformation initiatives further deepening their partnership. These initiatives include the deployment of an omnichannel contact centre communications solution as well as the development of an AI technology solution that delivers personalised energy advice to individuals, businesses, and communities. This latter innovative solution has revolutionised the way Fexco's Energy Advisors interact with SEAI's users greatly enhancing the customer experience.

Key to this partnership success is the honest and open communication adopted by both parties. The judges were particularly impressed by the depth and breadth of this partnership and the commitment of both partners to continuously innovate for mutual help and benefit. We wish the partnership continued success.

## HIGHLY COMMENDED

### **ResultsCX Ireland & PayPal**

The Judges would like to highly commend ResultsCX Ireland and PayPal for a submission that demonstrated how ResultsCX has evolved from being a small supplier into a strategic, deeply integrated partner with PayPal. Their partnership has expanded significantly in 7 years and now functions across 10 markets with fully embedded systems and an extended headcount achieved through communication, innovation and shared goals.

## 8. TEAM OF THE YEAR



### Shortlisted 2024

AIB – Social Media & Online Service Management Team	eir – SMB Team
Bank of Ireland – Oversight Team	FEXCO – Fáilte Ireland Customer Support Team
Covalen – Energia Residential Sales Team	Flogas – Customer Service Team
CPM – Vodafone SME Inside Sales Team	

### WINNER

#### Indeed IE UK Client Optimisation Team

This team provides expert support to Indeed’s clients, partners and fellow teammates around the globe, helping them optimise their accounts to help them achieve their hiring goals. The team of 10 professionals stands out for its collaborative approach, adaptability to client needs, and dedication to providing high-quality service.

The judges noted their focus on continuous service improvement and strong work culture, based on personal team values. Driven by their mission to educate and assist clients whilst maintaining a consultative approach the team fosters a culture of innovation centered around creativity, idea sharing, leveraging different perspectives, cross functional work and collaboration.

With a focus on delivering exceptional service in every interaction, it is clear that the team thrive in an environment that emphasises teamwork, continuous learning, and innovation.

The Judges were particularly impressed with the teams improvement initiatives that have been implemented in the past year. Highly commended in this category last year, congratulations to Indeed’s IE UK Client Optimisation Team, Team of the Year 2024.

### HIGHLY COMMENDED

#### AIB - Social Media & Online Service Management Team

The judges are delighted to commend the AIB Social Media & Online Service Management Team. This team of 19 “customer obsessed” advisors showcased how they deliver a customer first service and align with business strategy goals through action planning, performance tracking and continuous training to deliver impressive customer experience and service performance results. With staff engagement and inclusion core to this teams identity they are able to utilise their position as a critical touchpoint for customers to evidence customer issues and affect change for the better. It is impressive to see the teams customer obsession delivering for customers day to day.

The judges congratulate the team on their commendation and wish them continued success in driving their customer focused agenda.

## 8. TEAM OF THE YEAR



### Shortlisted 2024

Indeed – IE UK Client Optimisation Team	Uber – Clean Air Team
Merlyn – Technical Aftersales Support Team	Uniquely – Financial Services Team
ptsb – Everyday Lending & Relationships Team	Yuno Energy – CX Team
Three – UK Business to Business Team	

### HIGHLY COMMENDED

#### Covalen – Energia Residential Sales Team

The judges are delighted to commend the Covalen Energia Sales Team. This team of 17 advisors is responsible for Energia’s inbound sales and their enduring partnership has lasted over 10 years. The team have delivered strong sales results while consistently achieving excellent quality scores through developing a “customer care approach” to calls. As a team they collaborate to challenge, communicate and innovate to enhance performance whilst ensuring a work life balance that combines fun, ethics and community participation.

With internal awards based on their ethos of Be Wise, Be Brave, Exceed, Covalen can certainly “Be Proud” of their shortlisting in a very competitive category.

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

### HIGHLY COMMENDED

#### CPM - Vodafone SME Inside Sales Team

The judges would like to highly commend CPM’s Vodafone SME Inside Sales Team. This Inside Sales team of 18 talented professionals provide customer acquisition services through outbound sales programmes within the SME & SOHO market for their client Vodafone. This is a focused and successful team for whom high performance is continually recognised, celebrated and rewarded. The teams ability to connect with prospective customers and provide tailored solutions is key to their overall success. They have nurtured a dynamic and driven group that consistently deliver results. With a positive and inclusive culture we wish them continued success.

Congratulations to CPM’s Vodafone SME Inside Sales Team on this commendation.

## 9. SUPPORT TEAM OF THE YEAR

VERINT.

### Shortlisted 2024

Accenture – Operations Recruitment Team	FMI – Bus Éireann School Transport Support Team
AIB – Direct Transformation Team	Otonomee – HR Team
Bank of Ireland – Retail Workforce Management & Planning Team	ptsb – Realtime Planning, Optimisation & Risk Support Team
Covalen – Diverse Talent Acquisition Team	

## WINNER

### Three - Operations Support Team

The judges were impressed with the Operations Support Team in Three, whose support services included the optimisation of queue management, preventing real-time data bottlenecks, adjusting staffing levels dynamically and implementing strategies to enhance customer experience. In addition, they were involved in incident management to identify and resolve service disruptions along with providing performance insights on a real-time and historical basis. The judges were impressed with the breadth and depth of measures that were available using a variety of advanced analytics and reporting tools.

Further, despite already carrying out a vast array of regular activities, the team were also involved in implementing a diverse range of projects all of which had a positive impact on the operations as well as customers. The introduction of a range of bots to support absence management and shrinkage activities, along with dashboards monitoring bot performance demonstrated innovative initiatives.

The team had embedded a culture of continuous learning and innovation, sharing case studies on tools like Power Apps and SharePoint to demonstrate value and encourage adoption.

The judges are therefore delighted to award the prize of Support Team of the Year to Three's Operations Support Team.

## 9. SUPPORT TEAM OF THE YEAR

VERINT.

### Shortlisted 2024

Prepay Power – Digital Transformation Team	Vhi Healthcare – Support Delivery Team
Squarespace – Workforce Solutions Team	Virgin Media – Implementation Team
Three – Operations Support Team	Windsor – Customer Hub Team

### HIGHLY COMMENDED

#### AIB - Direct Transformation Team

The Judges would like to highly commend AIB for the second time in three years in this category. The cross disciplinary AIB Direct Transformation Team deliver time after time, supporting AIB's long term strategic goals and transforming their contact centre operations.

This year the team successfully enhanced customer service delivery by remapping customer journeys to ensure an easier experience for customers. They also brought onboard a call surge partner to meet contact demand. They play a pivotal role in supporting the contact centre operation to deliver exceptional customer service.

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

### HIGHLY COMMENDED

#### FMI - Bus Éireann School Transport Support Team

After a challenging year this team continued to work with their client in providing support and reassurance to their customers. At the heart of this team is empathy. Consistently meeting KPI's and SLA's the team demonstrated their ability to combine operational efficiency with genuine customer care. Results showed the transformative effect on customer experience. With a culture based on support, empathy and growth the judges wish to commend them.

Congratulations to FMI's Bus Eireann School Transport Support Team.

### HIGHLY COMMENDED

#### Windsor - Customer Hub Team

The Judges would like to highly commend the Windsor Motor Group Customer Hub Team in 2024. The way in which the team has transformed their business since its inception, consistently exceeding targets, demonstrates their customer focused ethos.

The Customer Hub Team is clearly driving positive effects across the dealership network, for customers, partners and team members alike.

Well done to all the team at Windsor.

# 10. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR



## Shortlisted 2024

Fabrizio Cavaliere – Indeed	Bronagh McNamara – AIB
Mark Duffy – Virgin Media	Padraig McNamara – Prepay Power
Amy Ennis – AIB	Dermot O'Connor – Uber
Ana Faerman – PayPal	Eoghan O'Neill - ptsb
Rick Janssen – PayPal	Michael Santillan – Squarespace
Jessica Lane – Poppulo	Majella Shanahan - Three
Niamh Marron – AIB	Aisling Shaughnessy - Indeed
Richard Martin – Prepay Power	Ana Siman – AIB

## JOINT WINNER

**Rick Janssen PayPal**

Rick joined PayPal in May 2022, transitioning from the hospitality industry to a customer service role in the Dutch market. Since then, he has made significant contributions in his role as a PayPal teammate by resolving complex customer issues, supporting both consumers and merchants, and collaborating with various departments to improve processes.

His positive attitude and leadership abilities led to roles as engagement and impact champion, and his proactive approach earned him several accolades. Rick's dedication to customer satisfaction and teamwork has made him a key member of the team. Rick is highly customer-focused, taking ownership of issues and collaborating with colleagues to find solutions. His proactive approach has led to increased sales and contributed to PayPal's growth.

Congratulations Rick, a deserving joint winner of the accolade 2024 Customer Service Advisor of the Year.

## 10. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR

DigitalWell

### JOINT WINNER

**Niamh Marron**  
AIB

Niamh is an outstanding personal sales advisor working with AIB since 2020. With a natural ability to deliver an exceptional customer experience, she is highly motivated and a valuable team member who has consistently volunteered to take on more responsibility to ensure that customer expectations are exceeded.

Niamh clearly demonstrated her passion for her customers and colleagues alike. The “go to” person on her team and a vulnerable customer champion, she is regularly involved in the design and development of improvement initiatives to improve the customer journey. With her positivity, impressive results and a passion for family and community, Niamh is a worthy recipient in this competitive category and the joint winner of the accolade Customer Service Advisor of the Year 2024.

We congratulate Niamh Marron of AIB.

### HIGHLY COMMENDED

**Jessica Lane**  
Poppulo

Our first commendation goes to Jessica Lane, a top performer providing Tier 1 Technical support within the Poppulo organisation, first time entrants to the CCMA awards. With a natural ability to build rapport with her clients, she is a consummate professional with a personable approach. An exceptional team member she is highly valued by team mates and clients. Jessica is a wonderful role model for striking a positive work life balance, passionate, empathetic with superb communication skills.

Congratulations Jessica.

### HIGHLY COMMENDED

**Padraig McNamara**  
Prepay Power

We are delighted to commend Padraig McNamara, a customer support specialist with exceptional skills. Padraig honed his skills in understanding and addressing customer needs in the retail industry and is a key member of Prepay Power’s Digital Support Team. His commitment to continuous improvement is evident in his proactive approach to learning and development. A member of the “Employee Voices Committee” he works to foster a positive and supportive working environment by looking out for the well-being of his colleagues whilst maintaining a healthy work life balance too.

The judges wish Padraig continued success in his career.

## 10. INDUSTRY PROFESSIONAL OF THE YEAR – CUSTOMER SERVICE ADVISOR

DigitalWell

### HIGHLY COMMENDED

**Dermot O'Connor**  
**Uber**

Dermot began his customer service career in 2014 while pursuing a degree and freelancing as a sound engineer. He later joined Three Ireland in 2020, then moved to Uber in 2021 as a Driver Support Agent, where he advanced to Subject Matter Expert (SME) in 2023. In his current role, Dermot resolves complex customer issues, manages escalations, and collaborates with various teams to improve processes. He has won multiple awards, including two Golden Tickets and the EMEA CST sUberstar award.

Outside of work, Dermot enjoys sports, music, and travel, maintaining a balanced and fulfilling personal life. His proactive approach and dedication have earned him recognition as a top performer, enhancing both the customer experience and team success.

### HIGHLY COMMENDED

**Aisling Shaughnessy**  
**Indeed**

Aisling is a dedicated Client Optimisation Specialist at Indeed, with a strong background in client relationship management. Having previously worked in the insurance and IT industry as a Client Relationship Consultant she guided businesses through PCI compliance and cybersecurity. Since joining Indeed in April 2022, she has excelled in managing client accounts, enhancing performance, and leveraging products to deliver tailored solutions.

Aisling's role at Indeed involves offering expert support, mastering new products, providing personalised recommendations, and collaborating with cross-functional teams. She has contributed to service improvements, including developing training materials and fostering team cohesion through innovative activities and constructive feedback. Her proactive and empathetic approach enhances both client satisfaction and team performance.

# 11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



## Shortlisted 2024

Ignacio Bellmont – PayPal	Anne Sophie Delouche – PayPal
Ronan Boyle – Prepay Power	Lisa Di Cola – Indeed
Stephen Carthy – ptsb	Jade Glynn – Ryanair
Michelle Cronin – AIB	Tony Hanrahan – Uber

## WINNER

**Stephen Carthy**  
**ptsb**

Stephen’s career to date is embedded in customer service, beginning at the age of 12 when he worked on a bread run. This experience has shaped his work ethic and customer focused mindset. Joining ptsb in 2018 his leadership potential was quickly recognised and today he manages a team of 13 multi-skilled agents handling phone, chat and social media inquiries from ptsb customers.

Stephen impressed the judges with his clear passion and energy for his role. A distinguished team leader he embodies the company’s culture and clearly demonstrated his dedication to enhancing the customer experience and employee engagement.

With a focus on streamlining processes and enhancing team member skills his team have delivered excellent results in the last year in particular a significant improvement in Net Promoter Score (NPS). He established a peer-support system allowing experienced team members to assist others during quieter times or with complex contacts, promoting continuous learning and improving team cohesion.

Ensuring his team feel fully supported at all times within ptsb, his unwavering and exceptional leadership has helped to develop a high performance culture. Fostering a positive and collaborative work environment he is a true role model, defining what a Team Leader should aspire to be.

Congratulations to Stephen on leading out a great year for his team, we “toast” your success!

# 11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



## Shortlisted 2024

Ciara Hill – Windsor	Carol O’Kane - Three
Joan Leo – Northern Trust	Elena Ricci – Virgin Media
Tara McCrave – Uniquely	Andrew Traynor – AIB
Lorcan McGeough – Otonomee	Fiona Ward – AIB

## HIGHLY COMMENDED

**Ronan Boyle**  
**Prepay Power**

Ronan’s leadership shines through in his dedication to both his team and his passion for the work. As a Tier 2 supervisor and technical expert at Prepay Power, he guides a diverse team of six, fostering a strong bond and a shared commitment to excellence. He expertly navigates the unique challenges of the utilities industry, particularly during storm-related outages, with a “divide and conquer” approach and a focus on employee well-being. Ronan’s commitment to upskilling his team, combined with his own deep understanding of broadband technology, creates an environment of continuous learning and improvement. For these reasons, we highly commend Ronan. Congratulations!

## HIGHLY COMMENDED

**Michelle Cronin**  
**AIB**

Michelle began her career in AIB over 24 years ago. An expert in fraud, service level management, people manage , risk and compliance she is a Subject Matter Expert (SME) and “go to” person for support and advice for colleagues and stakeholders alike. Michelle has crafted an impressive career to date and embraced every opportunity to develop her skills to become the leader she is today. Dedicated, versatile with an unwavering commitment to excellence her focus on people development has ensured that she brings out the best in her team taking great pride in their success. With a busy home life she balances the challenges of her role with her support for her family and local community. A deserving winner of this commendation congratulations Michelle.

## 11. INDUSTRY PROFESSIONAL OF THE YEAR – TEAM LEADER



### HIGHLY COMMENDED

**Anne Sophie Delouche**  
**PayPal**

Rising from representative to leading teams for multiple markets, Anne Sophie’s journey exemplifies dedication and leadership. Currently managing a diverse team of 13 teammates, she fosters an inclusive environment, celebrating the varied cultures of her team and addressing the challenges of remote work with empathy. The “one team” approach empowers individuals with roles like “wellness champion” to foster camaraderie.

Her commitment to growth is evident in her pursuit of a Coaching and Mentoring qualification, further enhancing Anne Sophie’s ability to inspire and support her team. Her passion for customer service, unwavering support, and dedication to an inclusive environment make them a truly exceptional leader. Congratulations on your commendation, Anne-Sophie.

### HIGHLY COMMENDED

**Elena Ricci**  
**Virgin Media**

Elena’s enthusiasm and dedication shines through in their leadership. Managing a team of 13, she fosters a close-knit environment and prioritize open communication, adapting her leadership style to nurture individual strengths. A champion for team engagement and connection, she maintains a strong focus on KPIs, driving impressive results and exceeding expectations.

Her hands-on approach has built strong relationships and a deep understanding of both team and customer needs. For exceptional leadership, dedication to team building, and a drive to excel, the judges are delighted to highly commend Elena Ricci of Virgin Media.

## 12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



### Shortlisted 2024

Tara Channon – Bank of Ireland	Seamus Griffin – FEXCO
Niall Clarke – Bank of Ireland	Scott Maher – FMI
Edward Darcy – Three	John McCarthy – Virgin Media
Gina Goddard – Prepay Power	Shane Moloney – Northern Trust

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

### JOINT WINNER

**Tara Channon**  
**Bank of Ireland**

With more than 20 years' experience in Bank of Ireland Tara's achievements truly embody the raison d'être of this award category. A Team Manager of the Planning and Shared Services Team in Everyday Banking she and her team are the backbone of organisational efficiency, learning and development ensuring that strategic goals are met through effective planning, resource management and support services.

She is a highly engaged and passionate leader, her ability to attune to the needs of others and focus on driving positive people initiatives ensures the best possible outcomes for colleagues and the business. A trusted and well respected team member her reputation for problem solving and innovative thinking is well deserved.

The first joint winner of Support Professional of the Year 2024 the judges wish Tara continued success in her career journey. Congratulations Tara.

## 12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



### Shortlisted 2024

Zak Morris – Pokemon	Estelle Simpson – TELUS Digital
Aileen Mullany – Squarespace	Ciara Sweeney – Poppulo
Aidan Murphy - AIB	Jodie Thomson – Uber
Michael Murphy - eir	

The judges were delighted to meet with another exceptional support professional, deserving of joint winner status.

### JOINT WINNER

**Michael Murphy**  
eir

Michael has risen quickly through the ranks in eir, since joining as a Technical Support Agent in 2015. Over the next 9 years he quickly progressed from Senior Agent, to Team Leader and then to Trainer. Today as a Business Transformation Specialist he is the backbone of several transformation programmes, seamlessly bridging teams and stakeholders with unparalleled expertise and innovation.

His ability to solve any challenge, drive success and consistently deliver makes him a worthy winner. An empathetic professional he puts his colleagues and customer at the forefront of every project. Michael is highly respected and valued by colleagues and stakeholders, his wit and eternal good humour was particularly noted by his peers.

A keen musician we hope we have given him a reason to sing tonight! Congratulations to Michael Murphy of eir.

## 12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



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

### HIGHLY COMMENDED

#### Edward Darcy Three

Edward commenced his career in the fitness industry developing skills in time management, customer service and team work. A consummate professional he clearly brings an exceptional amount of expertise and energy to his team and beyond across everything that he does. His curious, solution-focused and innovative approach is evident in the strength of solutions he brings across a wide variety of project types for a broad range of stakeholders. This is recognised by colleagues at all levels of the organisation, who value and appreciate Edward's applications of solutions across several initiatives on which he has worked.

With a strong commitment to work-life balance he seamlessly integrates his personal passions, including his role as a soccer referee, with his professional responsibilities. Congratulations on this commendation Edward.

### HIGHLY COMMENDED

#### Aidan Murphy AIB

Aidan is a great example of a professional who understands, interprets and attends to the requirements of the business, both operationally and strategically; including for his immediate team and his wider stakeholders. In the last year he has introduced several key initiatives which have directly enhanced operational efficiencies. He has cultivated excellent relationships with all stakeholders and always delivers with innovation and enthusiasm.

Aidan's commitment shone through in peer and management testimonials. The judges were delighted to see the complimentary nature of his in-work and outside-work life balance, including his involvement with AIB's astro soccer team, displaying commitment and energy in equal measure. Congratulations Aidan.

## 12. INDUSTRY PROFESSIONAL OF THE YEAR – SUPPORT PROFESSIONAL



**HIGHLY COMMENDED**

**Estelle Simpson**  
**TELUS Digital**

Estelle is a major contributor to her team and the business she supports. Her impact on the contact centre is evident, making life easier for colleagues near and far through process improvement and new site-set-ups, generating significant cost savings to the business. Estelle is clearly a very strong team player within the organisation, bringing her curiosity and innovative nature to the vast range of projects in which she is involved. Estelle impressed the judges with her determination and focus, illustrating how working collaboratively with stakeholders can achieve great success.

A great example of the impact an Irish support professional can have on an International company, we congratulate Estelle.

# 13. INDUSTRY PROFESSIONAL OF THE YEAR – MANAGER

## Shortlisted 2024

John Fitzgerald – Abtran	Darren Murray – Prepay Power
Caroline Mannix – FEXCO	Claire Porter – Uber
Enda Mulcahy – Virgin Media	Kristine O’Shea – Northern Trust

## WINNER

### **Kristine O’Shea Northern Trust**

Kristine O’Shea, Head of Investor Service, Northern Trust is the very deserving winner of the highly competitive Manager of the Year award.

Kristine has full responsibility for the investor support function including complaints handling for Irish and UK clients. Kristine has been instrumental in developing the EMEA wide investor services strategy and has overseen the significant growth of the Limerick Centre of Excellence due to the consolidation of all UK investor related activities. In addition to core investor services, Kristine also oversees dedicated and specialised support teams such as quality and oversight, functional training, change consultants and investor experience.

Kristine is a visionary leader with a relentless focus on client satisfaction. She thrives on developing her team members to their full potential whilst empowering them to take ownership and drive service improvements.

Kristine started her career as customer services advisor and established and managed customer facing teams in highly regulated environments for 10+ years prior to joining Northern Trust in 2017 as a manager. She graduated with a first-class honours MBA from the University of Limerick in 2022, receiving an Outstanding Scholar award, and was subsequently promoted to her current role in 2023.

Congratulations to Kristine on being this year’s winner of Manager of the Year 2024. The judges were unanimous in awarding her this prestigious accolade, noting her passion for her role and forward looking leadership. Her authenticity shone through and she is a true role model for the Irish Customer Services industry.

## 13. INDUSTRY PROFESSIONAL OF THE YEAR – MANAGER

ADEC ARISE

**HIGHLY COMMENDED**

**Enda Mulcahy  
Virgin Media**

We are delighted to commend Enda Mulcahy, Senior Operations Manager, Virgin Media Ireland in the tightly contested Manager of the Year category. Enda began his career in Virgin as a Customer Service Advisor in 2005 and has had an impressive career trajectory, fulfilling several Team Leader and Manager roles since 2007, before being promoted to his current role in 2019. Enda is responsible for overseeing and optimising the operation of the sales and retention departments. Enda impressed the judges with his passion for his role, his achievement in overseeing the growth of sales and revenue in the contact centre over the last year and his people focussed management style.

Enda has a degree in Marketing, is a Master Black Belt in Lean Methodology and is currently in the second year of his Master's in Strategic Quality Management. Congratulations to Enda on this accolade.

## 14. CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR

8x8

Shortlisted 2024

Bank of Ireland	PTSB
eir	PrepayPower
Lidl	Uber
Merlyn	Uniquely
Northern Trust	

### CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR - SMALL

**WINNER**

**Merlyn**

Congratulations to the team at the Kilkenny based Merlyn centre on winning the accolade of Customer Services Centre of the Year (Small) 2024. A shower enclosure company who offer a range of premium products to markets in the UK, Ireland, France and Italy.

Merlyn have built their business on a simple ethos "To deliver on everything we promise our customer". It was evident to the judges that this mantra guides the 34 person strong customer service team put the customer at the heart of everything that they do.

The company's approach to staff acquisition, training and ongoing engagement is noteworthy. The judges were particularly impressed by the gamified learning approach to training, and loved the concept of 'Who wants to be a Merlynaire'.

Transformation initiatives over the last 12 months have focused on people and culture. In particular, the "Be Someone" initiative, which has had a far reaching impact, ensuring that team members feel valued and proud to be part of the Merlyn organisation.

Merlyn clearly demonstrated a deeply joined up approach to serving the customer with collaboration between all teams right across the business. It is evident that this customer services centre is deeply integrated in the fabric of the organisation; and that this is positively impacting the customer, operations and employees.

With impressive results across key metrics including CSAT and Customer Effort Score (CES) the team clearly demonstrated the strategic value of their operation to the business. They are the backbone of their service proposition. Congratulations to Merlyn worthy winners for 2024.

## 14. CUSTOMER/SHARED SERVICES CENTRE OF THE YEAR - SMALL

8x8

**HIGHLY COMMENDED**

**Lidl**

The Judges wish to highly commend Lidl for a very strong team proposition. In the last year the team has focused on improving efficiencies using automation to improve customer service. The introduction of Live Chatbot (LiA) providing real time stock availability has been very well received by customers and employees alike. By providing detailed customer insights and identifying emerging trends they ensure customers are integral to Lidl's future business decisions.

With a strong progression path for customer service staff this tight knit and engaged team are a vital cog in supporting the wider customer experience for the Lidl organisation.

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

8x8

WINNER

Uniquely

We are delighted to announce Uniquely as the 2024 winner of the Customer Services Centre of the Year – Medium award. As a Business Process Outsourcer dedicated to providing customer engagement services to different clients, Uniquely has achieved a significant milestone by becoming the first in its industry to win this prestigious accolade.

Uniquely’s operating model excels at seamlessly integrating front and back-office functions, ensuring scalable consistency, efficiency, and outstanding outcomes for both employees and customers. Their structured, five-step approach—encompassing design, alignment, transition, operations, and continual improvement—guarantees efficient and effective project delivery that consistently exceeds client expectations.

Uniquely’s commitment to its people stands out as a defining factor in its success. In tandem with a recent company rebrand and earning a Great Place to Work certification, Uniquely has overhauled its people-first strategies. From launching mental health workshops and enhancing employee assistance programs to expanding benefits and emphasising continuous learning, these efforts have fostered exceptional employee retention and engagement.

Uniquely’s dedication to Diversity and Inclusion is exemplary. The company fosters a workplace culture where every individual feels valued and empowered, regardless of background. Regular training on unconscious bias, cultural competency, and inclusive leadership reinforces this ethos. This commitment to Diversity and Inclusion is embedded in the fabric of the organisation, ensuring diversity employees feel respected, connected, and valued.

A high-performing organisation, Uniquely achieved remarkable results in 2024, with all client contracts surpassing performance targets. Their “can-do, will-do” culture is supported by rigorous performance tracking, analysis, and actionable insights.

Uniquely also harnesses technology in innovative ways to enhance customer and employee experiences. Notable, 2024 initiatives include: AI pilots for IVR routing to improve customer journeys; PSI Fusion Pulse for simplifying interactions and Virtual Reality training programs to enhance staff development. Looking ahead Uniquely plans to continue breaking new ground with a transition to cloud solutions and advanced AI integrations.

In recognising Uniquely for overall excellence and operational performance the judges highlight their people-centred approach which has enabled this bold and driven company to meet the challenges of customer engagement and firmly establishing itself as a well-deserved leader in contact centre operations.

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



**WINNER**

**Bank of Ireland**

The 2024 award for overall operational excellence in a large contact centre goes to Bank of Ireland's (BOI) Everyday Banking contact centre. As one of Ireland's leading banks, BOI's contact centre consists of 630 team members, delivering multi-channel services to over 250,000 customers each month.

In the past 12 months, BOI has achieved impressive results, aligning with its 2023-2025 strategy. The contact centre's focus has been on driving improvements in three key areas: 1) Reducing customer complaints, 2) Enhancing Customer Effort Score (CES) and First Contact Resolution (FCR), and 3) Lowering the cost to serve. Notably, the target for complaint reduction was reached in the first year, and all key metrics are on track. Their achievements have also resulted in a 10% reduction in headcount, directly contributing to a decrease in cost to serve.

A culture of continuous improvement is embedded within the contact centre. For example, the team streamlined the customer verification process, leading to a 67% reduction in complaints related to verification. They also upgraded their Conversational IVR system, boosting operational efficiency, reducing call transfers, and improving CES. Additionally, BOI adopted a data-driven approach to enhancing CES, expanding their CES callback team to follow up on customer feedback. The introduction of a "CES Happy Hour" on Monday mornings, where positive CES comments are shared, further strengthens the culture of customer satisfaction. Collaboration with the branch network to share feedback and insights has also contributed to these positive outcomes.

This organisation places a strong emphasis on its people, with staff development being a top priority. Many employees have earned professional qualifications, and succession planning is consistently implemented across teams to identify individuals ready to take on new challenges and ensure key roles are always covered. BOI is deeply committed to Diversity and Inclusion. Their recently launched 'embrACE' campaign, born out of multicultural listening sessions, focuses on addressing discriminatory language in customer interactions. The campaign has received outstanding feedback from staff, boosting their confidence in managing difficult conversations. BOI's dedication to its employees is evident in its high levels of engagement and low attrition rates.

Through its partnership with AWS and planned investments in new systems, BOI is well-positioned to meet the evolving needs of future customers. The bank embraces technological innovation, but what sets it apart, is its ability to balance technical progress with a strong foundation of human values. Congratulations to BOI, a well-deserving winner in this category.

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



### HIGHLY COMMENDED

**eir**

The judges highly commend eir for their ongoing commitment to excellence in customer service, innovative technology integration and employee engagement. Their proactive approach to customer experience enhancements, such as the introduction of the new eir app and self-serve options, demonstrates their commitment to meeting and exceeding customer expectations. Customer care is being transformed through significant investments in regional centres of excellence, and IT transformation.

Their comprehensive recruitment, retention, and training programmes, coupled with a supportive agile working model, have created a people-centric culture that fosters growth and satisfaction. Congratulations to the team.

### HIGHLY COMMENDED

**ptsb**

The ptsb customer services centre is highly commended for its tangible performance improvement over the past year while supporting significant growth in their customer base. Their channel strategy of “digital when you want it with human support when you need it” puts customer financial and transactional needs at the forefront.

The judges congratulate ptsb for their impressive advancements in customer experience metrics, digital adoption and first point of contact resolution rates. These achievements were made possible by a centre composed of a diverse and highly engaged team with high retention rates, supported by robust training and development programs. They have laid a strong foundation to benefit from future platform transformations.

### HIGHLY COMMENDED

**Uber**

The UBER Centre of Excellence is highly commended for exemplifying operational excellence and innovation in providing top-tier support to the EMEA region. A significant organisational transformation from geographical to functional support has enhanced user experiences, whilst consistently achieving high customer satisfaction and operational efficiency.

The judges are impressed with the centre’s strategic approach, driving significant value for the business. This has been achieved through the adoption of advanced technology alongside an effective hybrid workforce model, supported by a diverse and highly engaged team that deliver seamless operations and exceptional customer support.

Congratulations to the team for your achievements.

## 17. BEST EMPLOYEE ENGAGEMENT



### Shortlisted 2024

Accenture	Otonomee
Bank of Ireland	Poppulo
Covalen	Uber
Flogas	Uniquely
Lidl	

## WINNER

Uber

With a strong dedicated team supporting employee engagement, UBER's approach to creating a dynamic environment for its staff based around a strong strategy involving 6 distinct pillars was impressive. UBER designed a value proposition that aligned with their strategic company priority Best Place to Work by creating an Awesome Team Uber experience in their Limerick office. Their communication plan supporting this proposition was vast and detailed and exceptionally effective across the organisation. UBER further utilised an amazing array of technology to support their engagement strategy and this provided a depth and breadth of measurement and feedback that enabled them to remain true and flexible to their objectives.

To ensure UBER's initiatives stayed relevant and impactful, they developed a sophisticated reporting suite. They were able to track engagement across all of their key people programmes, which allowed them to measure, analyse, and adapt their strategies in real time. This was also applicable in their communication efforts, where every piece of content was measured for engagement, enabling them to continually refine and showcase the impact of each messaging.

We are therefore delighted for the second year to award the accolade for Best Employment Engagement 2024 to UBER.

## 17. BEST EMPLOYEE ENGAGEMENT



### HIGHLY COMMENDED

#### Bank of Ireland

Our first commendation goes to Bank of Ireland for their Everyday Banking's employee engagement strategy. Their overall employee strategy was impressive but what stood out particularly to the judges was the Bank's approach to inclusion and diversity especially their embRACE campaign. This clearly demonstrated how they supported their colleagues and customers in being inclusive and treating others with respect. Of key note, was the special scripting the contact centre had put together to use in specific instances which has also been shared with other CCMA member companies. An impressive approach that has been well accepted by employees.

### HIGHLY COMMENDED

#### Covalen

The judges would also like to highly commend Covalen for their Employee Engagement strategy. They demonstrated a great understanding of their employees through their 'Voice of the Workforce' surveys generating insights involving all staff across the organisation. They also demonstrated a wide range of initiatives to support employee wellbeing. Guided by their principles of commitment and continuous improvement, they have ensured that their action plans are communicated to all staff, showcasing their commitment to continuously enhancing the employee experience.

### HIGHLY COMMENDED

#### Otonomee

Reflecting the great programmes in place across the industry the judges have a third commendation. This goes to Otonomee. As an organisation that is fully remote, the judges were impressed with the breadth and depth of their approach to employee engagement even recruiting a Culture and Community specialist and their development of a strong culture despite not being based in the same location. It became clear that Otonomee wish to empower their employees to build and own a strong culture, becoming as they outlined 'guardians of our culture'.

# Ten Takeaways from the Judging Panel for 2024 CCMA Awards

- 1. Technology** – as telephony providers continue to expand their offerings, more and more projects are showing up as being within a single technical ecosystem rather than systems integration across multiple systems.
- 2. Hybrid Working** – the post-covid world is settling down to a hybrid working model although a few companies are starting to look again at full in-office work environments.
- 3. Robotic process automation (RPA)** – is still a significant theme in projects that companies are undertaking.
- 4. EU Legislation** – the new EU legislation on AI has not yet started to appear as a concern in submissions. We expect to see more consideration by companies as this legislation is brought into Irish law in 2025.
- 5. Beyond Omni Channel** – a number of companies have moved beyond omnichannel. Typical customer journeys can start in an app, progress through an outbound call and complete in a 3rd channel as standard. We expect these multi-channel journeys to grow.
- 6. Intelligent Call** – Routing and skills based routing is still showing up as important. IVR's are being supported (rather than replaced) by Voice User Interfaces (VUI) allowing for more sophisticated call routing and automated support.
- 7. Artificial Intelligence (AI)** – is starting to become more common in agent support systems, though few companies appear to be using LLM's directly in customer facing chatbots as yet.
- 8. Self Service** – as self-serve capabilities become increasingly sophisticated agents are receiving harder and more emotional calls that require the human touch. Consequently agent coaching and emotional support programmes are increasing in prominence.
- 9. Business Process Outsourcing (BPO)** – the BPO market is becoming more diverse as the options to automate parts of the customer journey proliferate and consequently different BPO's make various choices about their service offers. We expect to see more of this in 2025.
- 10. Cost of Technology** – the reducing cost of technology has shown up in more sophisticated service offerings from quite small service centres. We are seeing technology in 20-30 seat centres that would be in 200+ centres only a few years ago.



IRISH CUSTOMER CONTACT  
& SHARED SERVICES AWARDS

2024

PEOPLE PROMOTING EXCELLENCE

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