

IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2021 HINTS & TIPS

DOROTHY O'BYRNE, MANAGING DIRECTOR, CCMA IRELAND.



AGENDA



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



HOUSEKEEPING ITEMS

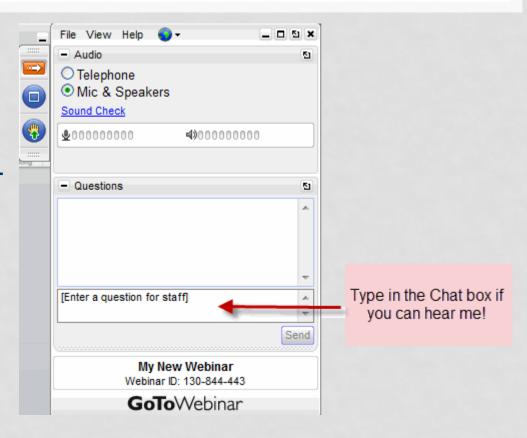
- We will mute everyone for the call
- We will unmute everyone at the end of the presentation for questions
- If you think of a question during the presentation please enter it in the question/chat box





HOUSE KEEPING ITEMS

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







Why Enter The Awards?

- Acknowledge and celebrate the highest standards and excellence within Ireland.
- Showcase what is best about the customer contact and shared services organisations operating within Ireland.
- Provide organisations the opportunity to be recognised for their ability to deliver excellence in customer services, sales and technical support.
- Give recognition to key staff and teams.
- Springboard for entering European & Global Awards.
- Entrants are from indigenous, multinational and international companies and public sector; and from multiple industry sectors - financial services, Telco, healthcare, IT, travel, entertainment and leisure.
- Have something to celebrate and look forward to!



Overview – 17 Categories

- 17 separate categories recognising key elements of a customer contact and shared services operation namely;
- People
 - Professional of the Year Customer Service Advisor
 - Professional of the Year Team Leader
 - Professional of the Year Support Professional
 - Professional of the Year Manager
 - Team of the Year
 - Support Team of the Year
- Processes & Channels
 - □ Training & Development
 - ☐ Use of Technology 2 categories Transformation Programme & Tactical Project
 - ☐ Use of Digital Channels





Overview 17 Categories

Operations

- Shared Services Centre of the Year
- Outsource Partnership of the Year
- Best Customer Experience
- Customer Contact Centre of the Year Small
- Customer Contact Centre of the Year Medium
- Customer Contact Centre of the Year Large
- Best Employee Engagement





Judging Process

- Panel of 12 Judges and Chairperson
 - Judges individually submit scoring matrix in advance of judging day
 - All scoring matrices collated into master for judging day
 - Compile Shortlist & schedule interviews
 & presentations if required, contact entrants.

ludge	1. Best Training Programme	Aims and	Measurable Improveme	n of Compan y Strategy	Future Needs	Alignment with companies vision & values	Link between training &	Innovati ve Icaming methods	Additio nel Points	Deduct ion of Points	Yotal Score	Comments - Addition/Deducti	Comment on winner
_		9	9	9	9	- 8	- 6	9	10		71	TL & Fao Tests	
		0	0		D		D	9			57		
		- 8	8	- 8	8	8	8	9			57		
		- 0	9	. 0	9	7	. 0	7			56		
							,			,	54		The irroration and planning transforming the training in to reflect a major change in 200s business transformatio model
		- 8	9	- 6	- 6	- 0	- 6	7			54		
		0		0			7	7			54		
		7	8	- 8	8	8	8	- 6			53		
		7	9	- 8	- 8	9	- 8	6			53		
		9		- 6	7	7					52		
	_	- 9	- 8	- 6	-7	- /	-7	- 8		_	-52		
		- 8	6		8		7	7			52		
		0	6	0	D	0	7	7			52		
		- 0		7	7	0	- 6	7.			51		
		7	7	7	- 8	6	- 0	7			50		
		9	7	7	- 5	6	8	8			50		
	1 1		7	7	7	7					50		
		7	- 0	7	7	7	- 6	- 5			49	Great ROI	
		7	7	7	7	7	7	6			40		
		7	7	7	7		6	- 6			49	Great initiative	
ludge	2. Best	Overview of Customer Relations hip Managem ont Strategy	Targets &	Complaint nt manage ment & escalation n procedures	Quality Monitorin g & results	Customer Satisfactio n: Measurem ent, targets & Results	Tostimoni als		Additio nat Points	Deduct ion of Points	Total Score	Comments (Addition Deductions)	Highly evolved CS strategy
	_	10	- 5	- 8	- 8	9	- 8		3	_	- 51		Highly evolved CS strategy
	1 1			. 0							42	1	l
		9	6	7		0	9				47		
		7	7	6	7	- 6	- 8		- 5		46	Awards	
		7	9	- 0	9	9	- 6				46		
		0		0	6	0					46	no team quality recuits	
			_	-	-	-						did not give	
		8				8					44	senice levels	





Telephone Interviews

On-Line interviews for Individuals short listed in following categories:

- Customer Service Advisor
- Team Leader
- Support Professional

Date for Interviews to be confirmed most likely to be week commencing 18th October.





Presentations

Presentations (may be remotely) for Companies short listed in following categories:

- Customer Contact Centre of the Year Small, Medium & Large
- Best Customer Experience
- Contact Centre Manager of the Year
- Outsource Partnership of the Year
- Best Use of Technology Transformation Programme

Presentations will take place week commencing 18th October tbc.





Judging Process

Judging day:

- Review scoring results
- Discussion on entrants, presentations & Interviews
- Compile shortlist
- Agree winners and highly commended
- All entrants in remaining categories not requiring presentation/interview will be advised by Friday 29th October





Hints & Tips

- Follow criteria marks awarded against criteria.
- Adhere to word limit.
- Present in a clear and concise format.
- Include pictures teams, people, etc.
- Present performance statistics in a graphical format.
- Avoid in-house jargon.
- Highlight the particular features, culture of your operation.
- Highlight relevant trends.
- Tell your story and why you should win!





Hints & Tips

- Explain why your operation should be selected, what's different about it.
- In people categories provide overall picture of entrant.
- Review criteria for your chosen categories in advance of the judges call.
- Join the judges call.
- Start working on your submission as early as possible.
- Get someone outside your business to read it to check clarity & understanding.





Dates for your diary

- Closing Date for Entries 5.00 p.m. Wednesday 15th
 September
- Full Shortlist Announced by Friday 29th October
- Awards Ceremony To be Confirmed mid November





Next Steps

For Further Information on the awards email: awards@ccma.ie

Thank you for your time!

