



CCMA
2021

IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS

IRISH CUSTOMER CONTACT & SHARED SERVICES
AWARDS 2021
HINTS & TIPS

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AGENDA



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



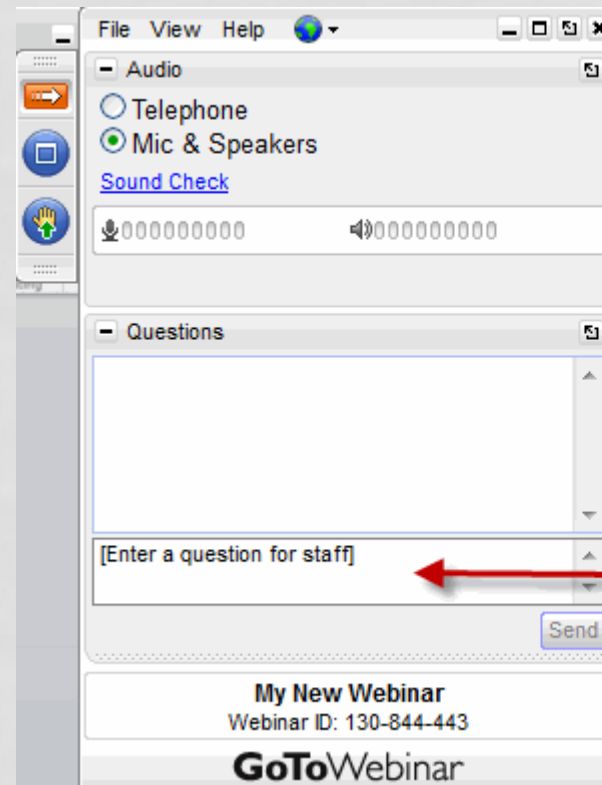
HOUSEKEEPING ITEMS

- 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



Type in the Chat box if you can hear me!

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**



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!

