

# IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2025 HINTS & TIPS

DOROTHY O'BYRNE, MANAGING DIRECTOR, CCMA IRELAND.



#### **AGENDA**



- Why Enter the Awards
- Overview of 18 Awards
- Overview of the Judging Process
- Hints & Tips
- Dates for your Diaries
- Q & A



# Why Enter The Awards?

- Acknowledge & celebrate the highest standards & excellence within CX industry in Ireland.
- Showcase what is best about your CX operation.
- Highlight work that matters most & impact it is having on your teams & customers.
- Provide organisations the opportunity to be recognised for their ability to deliver excellence in customer services, sales & technical support.
- Give recognition to key staff & teams.
- Springboard for entering European & Global Awards.
- Categories to suit all organisations indigenous, multinational and public sector; across all industry sectors - financial services, Telco, healthcare, IT, travel, entertainment & leisure.
- Have something to celebrate and look forward to!



# Overview – 18 Categories

- 18 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
  - ☐ Professional of they Year Leader
  - Team of the Year
  - Support Team of the Year
- Processes & Channels
  - □ Training & Development
  - Use of Technology 2 categories Transformation Programme & Technology Project
  - ☐ Use of Digital Channels





# **Overview 18 Categories**

#### Operations

- Outsource Partnership of the Year
- Best Customer Experience in Private/Commercial Sector
- Best Customer Experience in Public/Voluntary and Non-Profit Sector
- Customer/Shared Services Centre of the Year Small
- Customer/Shared Services Centre of the Year Medium
- Customer/Shared Services Centre of the Year Large
- Best Employee Engagement





# **Judging Process**

- Panel of 15 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.

				Executio		09 JUDG					_		
udge	1. Best Training Programme	Aims and	Measurable Improveme	n of	Future Needs	with companies vision & values	Link between training & results	Innovati ve learning methods	Additio nel Peints	Deduct ion of Points	Total Score	Comments - Addition/Deducti	Comment on winner
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		9		,			,			3	54	Did not follow regioned format	The innovation and planning of transforming the training mode to reflect a major change in 30's business transformation model
		8	9	8	8	- 0	6	- 2		-	54	required format	
		0	0	0		0	7	7			54		
		7	- 0	- 6	- 8		- 0	- 6			53		
		7	- 0	- 0	- 8	- 0	- 0	- 6			53		
		8	8	- 6	7	7	- 8	8			52		
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		9	7	7	- 5	- 6					549		
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		7	9	7	7.	7	8	- 5			49	Great ROI	
		7	7	7	7	7	7	6			40		
		7	7	7	7	- 8	- 6	- 6			48	Great initiative	
ludge	2. Best Customer Services Delivery	Overview of Customer Relations hip Managem ont Strategy	Targets &	Complaint manage ment & escalation procedures	Quality Monitorin g & results	Customer Satisfactio n: Measurem ent, targets & Results	Tostimoni als		Additio nat Paints	Deduct ion of Points	Total Score	Comments (Additon Deducti em)	Highly exched CS strategy
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		9	- 6	7			9				47		
		7	7	- 6	7	- 6	- 8		- 5		46	Awards	
		7	9	- 8	9	9	- 6				46		
	1				6						46	no team quality requite	l
	_	- 4		- 0	- 6			_	_	_	- 15	did not give	
			- 7	7	- 7		7				44	senice levels	





## **Telephone Interviews**

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

- Customer Service Advisor
- Team Leader
- Support Professional
- Manager
- Leader

Date for Interviews to be confirmed most likely to be week commencing 13<sup>th</sup> and 20<sup>th</sup> October.





#### **Presentations**

# Presentations online for Companies short listed in following categories:

- Customer/Shared Services Centre of the Year Small, Medium & Large
- Best Customer Experience Private and Public
- Outsource Partnership of the Year
- Best Use of Technology Transformation Programme
- Best Employee Engagement

Presentations will take place week commencing 20<sup>th</sup> and 27<sup>th</sup> 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 1st November





# **Hints & Tips**

- Start working on your submission as early as possible.
- Form a project team to compile entries.
- 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.
- Highlight relevant trends, updates from previous entries.
- Highlight the particular features, culture of your operation.





# **Hints & Tips**

- Explain why your operation should be selected, what's different about it.
- In people categories provide overall picture of entrant.
- Avoid in-house jargon if using acronyms provide a clear definition.
- Get someone outside your business to read it to check clarity & understanding.
- Same material can be used across categories as different judges score different categories.
- Plan, prepare and execute.
- Tell your story and why you should win!





# **Dates for your diary**

- Closing Date for Entries 5.00 p.m. Wednesday 10<sup>th</sup> September 2025.
- Online Presentations/interviews for stated categories will be w/c 13<sup>th,</sup> 20th and 27<sup>th</sup> October.
- Full Shortlist Announced by Wednesday 5<sup>th</sup> November.
   November
- Awards Ceremony Friday 21<sup>st</sup> November Dublin Royal Convention Centre.





# **Next Steps**

**Any Questions?** 

For Further Information or to set up a call to discuss categories in more detail email:

Dorothy@ccma.ie

Thank you for your time!

