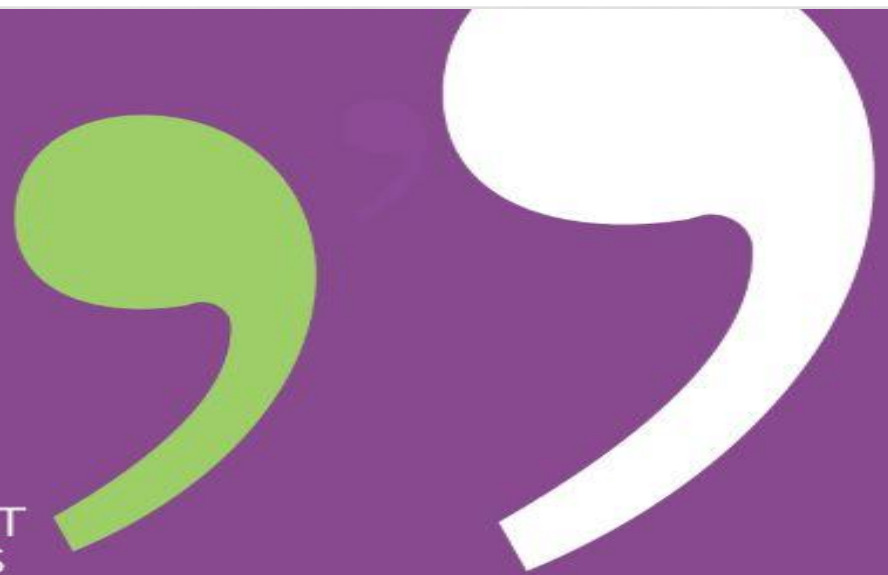


CCMA
2025

IRISH CUSTOMER CONTACT
& SHARED SERVICES AWARDS



IRISH CUSTOMER CONTACT & SHARED SERVICES AWARDS 2025 HINTS & TIPS

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AGENDA



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IRISH CUSTOMER CONTACT
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- **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.

[illegible]

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 13th and 20th 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 20th and 27th 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 10th September 2025.
- OnLine Presentations/interviews for stated categories will be w/c 13th, 20th and 27th October.
- Full Shortlist Announced – by Wednesday 5th November.
November
- Awards Ceremony – Friday 21st 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!

