

CCA Excellence Awards 2017

Category: Best Customer Experience Centre of the Year

About this Award

This Award will be presented to the organisation that has demonstrated excellence in understanding and responding to customer needs. Entrants will be required to demonstrate, through reference to case studies and KPI measurements how levels of satisfaction are gathered and used to deliver a great customer experience.

Submissions should include ways in which the organisation has increased customer satisfaction and the processes it has in place for managing and dealing with customer complaints and feedback for both inbound and outbound operations. You will be judged on how you have achieved this success – through your people, your organisational policies and your technologies.

Submissions must be entered under a specific industry sector. The winner from each sector will be put forward for Overall Customer Experience Centre of the Year.

How your submission will be scored

- A weighting is attached to each section scored (and each sub-section within it) to indicate its importance to the overall submission and help you focus your efforts. This weighting has been indicated in the application form and guidelines.
- It is mandatory that submissions be grouped as per the subject headings numbered 1 to 6 below and sub-sections must be answered in sequence within each section.
- The word count for this submission should be **no more than 3,000 words** per submission for all sections. **Please note that judges have been advised they can penalise or even exclude entries from this category if the stated word count is exceeded by 10%.**
- Any sub-sections not answered will be allocated with a score of 0. It is therefore advisable to always provide an answer.
- Submissions based on fact rather than anecdotal comment will be scored higher.
- Submit your entry via the online submission tool available at: www.cca-global.com

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POINTS ALLOCATION

You will be allocated between 1-5 points for each section of the award and each sub-section within it i.e. a,b,c,d etc. Submissions should be evidence-based (no supporting documentation required at this stage) and judged on planning, implementation, consistency, involvement, learning and flexibility.

Points	Reason
1	There is no evidence of a systematic approach. Presentation is based on anecdote. Deployment and consistency are not evident. Activities are reactive. There is no clear goal. Cooperation between units or groups is not evident.
2	There is some evidence that the concept of a systematic approach is evident. Deployment has been considered but there is little evidence of implementation across all relevant units. Evidence of a proactive approach is anecdotal. Some evidence of other units being considered is apparent. Measurement has been considered and is in place. There is evidence measurement is understood and contributes to the goal.
3	Clear evidence of a systematic approach is demonstrated. Deployment is evidenced but there is some suggestion that it is not universal. There is some evidence that the organisation is learning because of the approach and deployment. There are early signs of evaluation taking place in a consistent manner.
4	The approach is systematic and responsive to multiple requirements. Its effectiveness is measured and plans are revisited and refined on a regular basis. Deployment is communicated across the whole organisation. There is clear evidence that the organisation is learning and applying lessons across the whole operation.
5	The approach is evidenced as systematic, responsive to multiple requirements and effective. Deployment and integration are clearly universal and there is a fact based systematic evaluation system in place which influences how the approach is progressed.

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Section 1: About the Organisation (*Weighting: 15%*)

The purpose of this section is to allow judges to form a picture of the organisation and will be judged on the approach, deployment and integration of service attitude within the organisation portrayed by this background information. Responses should be meaningful and may be kept at a level, which protects commercial confidence. Examples, where appropriate, may be helpful and should be directly related to the collection of customer data and delivery of excellent customer service.

- a) Which sector are you submitting this application under:
- Automotive, travel and commercial services
 - Hospitality, retail and leisure
 - Financial services – banking, investment and insurance
 - Government, local and central public sector, not for profit and charity
 - Utility and telecoms
 - Business process outsourcing
 - Other: *please note CCA reserves the right to include your entry within one of the categories noted above*
- b) Briefly identify the organisation's Purpose, Mission and Values.
- c) What challenges are faced in the current climate?
- d) Describe the overall strategy of the contact centre, its functions and how it contributes to the overall success of your organisation.
- e) Identify your customer/citizen groupings.
- f) Identify the main services and all of the channels used to deliver them to customers/citizens including whether they are in-house or outsourced.
- g) Describe the profile of the workforce including any special issues specific to the organisation (specialist knowledge, regulation, location, accreditations etc).
- h) Briefly identify how you measure success for individuals and success for the organisation.
- i) What are the key sources of comparative or competitive data?
- j) Identify how relationships with your suppliers are managed.
- k) What is the organisation's approach to corporate social responsibility?

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Section 2: Your knowledge of the customer/citizen, knowledge collection and verification methods (*Weighting: 20%*)

The purpose of this section is to provide judges with information on processes you have in place for gathering customer/citizen information to help continually deliver an excellent customer experience.

- a) Describe what processes the organisation has in place to better understand and anticipate customer/citizen needs. For example, how you learn about customer/citizen needs; how you gather information and how you review the processes for listening and learning from customers/citizens. What other processes are in place?
- b) Identify any formal processes in place for helping customers/citizens or resolving complaints. How do you measure success? How do you use complaints procedures to improve your processes? What actions do you take on feedback?
- c) How do you know your customer/citizen expectations are being met?
- d) How do you measure outcomes?

Section 3: Your people, including their role in delivering excellent customer experience (*Weighting: 15%*)

The purpose of this section is to demonstrate to the judges how committed your people are to the organisation and to your customers/citizens through information gathering, dissemination and training, ultimately to deliver an excellent customer experience. Examples, where appropriate, may be helpful and should be directly related to your peoples' role in the delivery of excellent customer experience.

How do people in your organisation demonstrate commitment to finding out about:

- a. The organisation
- b. The customer/citizen groupings
- c. The staff
- d. The suppliers
- e. How do you know that communication of values and expectations is consistent throughout the organisation?
- f. Describe the organisation's approach to training staff to deliver an excellent customer experience including how this is identified, who is trained, how this is measured and determined as effective?
- g. How do you establish employee and customer/citizen satisfaction and motivation?
- h. Describe how you seek employee input on customer/citizen needs and expectations.

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Section 4: Organisational policies and how they are influenced by knowledge of the customer experience (*Weighting: 15%*)

The purpose of this section is for judges to determine what policies and plans you have in place that support excellent customer experience, both through the organisation and your people. Examples, where appropriate, may be helpful and should be directly related to the Organisation's strategy for the delivery of excellent customer experience.

- (a) Identify the quality and improvement policy in place and how this measures performance improvement or success.
- (b) How employee learning and development is tracked and recognised and how do you ensure this is implemented across the organisation consistently?
- (c) Is performance tracked to relevant plans? Describe how this is done and at what levels.
- (d) Describe the process the organisation has in place to develop short and long term objectives.
- (e) Describe how human resource needs for the contact centre are derived from strategic objectives and what policy you have in place for recruitment and selection of suitable customer service staff.
- (f) How does the organisation ensure that it is legally compliant?

Section 5: How you apply collected knowledge when dealing with customers/citizens, staff and suppliers (*Weighting: 25%*)

The purpose of this section is for judges to identify what technologies and back up processes you have in place to continually deliver an excellent customer experience and will be judged on the approach, customer/citizen involvement, deployment and integration of these technologies and processes using the information provided. Examples, where appropriate, may be helpful and should be directly related to their role in the delivery of excellent customer experience.

- a) Identify what CRM system you employ, how it has been influenced by customer/citizen feedback and how you know it is effective.
- b) What measures do you use to define excellent customer/citizen contact?
- c) Briefly explain your business continuity approach, including when it is tested and the outcomes of this.
- d) What other technologies do you have in place to support the customer/citizen experience?

Section 6: Summary (*Weighting: 10%*)

Summarise why you think the organisation measures success based on customer/citizen experience, as opposed to the achievement of targets or objectives. If there are any key activities of your organisation, involving customer/citizen experience, not provided for above please identify them here.

PLEASE NOTE THAT THIS DOCUMENT IS FOR INFORMATION ONLY. ALL ENTRIES SHOULD BE SUBMITTED VIA THE ONLINE SUBMISSION TOOL AVAILABLE AT: WWW.CCA-GLOBAL.COM