

# CCA Excellence Awards 2017

## Category: Best Technology Partnership

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### About this Award

This Award will be presented to the partnership that has successfully introduced and applied an effective and innovative technology solution. Submissions should demonstrate through reference to case studies and KPI measurements that both organisations co-operated to improve customer service delivery and ultimately that they both benefited from the partnership. This Award is not about identifying the best technological solution, but identifying the most effective and supported partnership which has benefited both organisations, and the service received by the customer.

Applicants should also focus on the implementation process, highlighting the strength and benefits of the partnership and provide examples of particular challenges and how these were overcome; helping to demonstrate the strength and mutual benefit of the partnership.

It is acceptable to identify strategic alignment in a manner that protects commercial confidentiality; however entrants should be prepared to evidence said strategic alignment.

### 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 3 below and sub-sections must be answered in sequence within each section.
- The word count for this submission should be **no more than 2,500 words** per submission for sections 2-3. Section 1: About the organisation is excluded from the total word count and is not judged. **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% or more.**
- 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](http://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 *(Not judged)*

The purpose of this section is to allow judges to form a picture of the partner organisations. While entries should be meaningful, they may be kept at a level that protects commercial confidentiality. Examples, where appropriate, may be helpful and should focus on the partnership and be directly related to the provision and delivery of excellent customer service.

- a) Briefly identify both organisations Purpose, Mission and Values.
- b) What challenges are faced in the current climate?
- c) Identify the main products and services and all of the channels used to deliver them to customers.
- d) Briefly identify how you measure success for individuals and success for the organisation.
- e) What are the key sources of comparative or competitive data?
- f) What is the organisations' approach to corporate social responsibility?

### Section 2: Your customers and market knowledge *(Weighting: 75%)*

The purpose of this section is to provide judges with an understanding of how you identified the need to implement this technology, why you chose this particular company as a partner and how it has ultimately benefited the customer. Examples, where appropriate, may be used but must be directly related to how this technology partnership contributed to the provision of excellent customer service.

- a) Describe what processes the organisation follows to better understand and anticipate the customer needs that drove the implementation of this particular technology. For example explain how you learn/gather information about your customer and their potential needs, if and how you review your processes for listening and learning from customers and identify what other processes are in place.
- b) Briefly explain why you chose this particular technology provider. What support did you receive from the provider before, during and after implementation of the technology? Would you recommend this provider to other contact centre operators?
- c) Identify any formal processes for helping customers or resolving complaints caused by or supported by the technology. How do you measure its success? How do you use complaints procedures to improve your processes? What actions do you take on customer feedback? How involved was the technology partner in supporting new processes to deliver a better result for the customer?
- d) How do you know your customer expectations are being met and how has customer service improved? How involved is the technology partner in reviewing and analysing customer feedback? How has the partners' product benefited from this implementation for example are there any changes or enhancements of the technology that have been made since you have been in partnership as a direct result of customer or agent feedback?
- e) Describe how you believe the partnership has benefited both organisations. For example is there a shared risk/profit scheme in place?

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### Section 3: Summary (*Weighting: 25%*)

Summarise why you think this technology partnership has improved the provision of customer service, both through the partnership and the technology itself.

If there are any key activities of your organisation involving customer service 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](http://WWW.CCA-GLOBAL.COM)**