

# CCA Excellence Awards 2017

## Category: Innovation in Customer Service

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### About this Award

This Award will be presented to the organisation that has successfully implemented or evolved a new initiative, strategy, technology or process as part of the organisation's overall customer service and engagement strategy. Evidence should be provided detailing the drivers for the transformation e.g. changing consumer demand, changing technology and/or competitor threats etc and also the outcomes demonstrating the level of success achieved. This Award will be presented to the entry that focuses on being innovative in approach, with the aim of demonstrating leading practice and ultimately setting a precedent for industry.

Submissions should include information on the impact on customer service, evidencing where possible through customer feedback, case study reference and KPI measurements to demonstrate the impact this has had on customer service and the organisation as a whole.

### 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 4 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 2-4. 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%.**
- 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. Please include as much evidence as possible within your submission.
- Submit your entry via the online submission too available at: [www.cca-global.com](http://www.cca-global.com)

*NB The overall word count allocation for this submission is 2,500 words. Section 1: About the Organisation is **not judged** and is **excluded** from the total word count*

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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 organisation. Examples, where appropriate, may be helpful.

- 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: 45%)*

The purpose of this section is to provide judges with an understanding of how you identified this innovation to be the best way forward in terms of engaging with your customers/delivering service and ultimately benefited the customer. Examples, where appropriate, may be used but must be directly related to how this has contributed to the provision of excellent customer service.

- a) Describe what processes the organisation has in place to better understand and anticipate customer needs that drove the innovation. For example, how did you learn and continue to learn about customers and their potential needs; how you gather information and review the processes for listening to and learning from customers. What other processes are in place?
- b) Who was involved in the development and implementation of this innovation and how was it tested?
- c) Briefly explain why you chose this particular way forward. Outline the benefits it delivers to the customer and the organisation as a whole. How do you know your customer expectations are being met and how has customer service improved? Have you seen a direct impact on customer loyalty since the introduction of this programme?
- d) Identify any formal processes for helping customers or resolving complaints caused by or supported by this programme. How do you measure its success? How do you use complaints procedures to improve your processes? What actions do you take on customer feedback?

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### Section 3: Planning & implementing *(Weighting: 45%)*

The purpose of this section is to allow judges to understand how the initiative was implemented, how employees were involved and how this affects the employees and organisation's objectives. Examples, where appropriate, may be helpful and should be directly related to the implementation which impacts the contact centre.

- (a) Describe the challenges of implementation and how they were overcome. How did you involve employees in the implementation of the strategy/programme?
- (b) Describe what process is in place for managing the program, including how easy it is for changes to be made that are identified at a later stage. How do you measure effectiveness of the innovation and how and when is this reviewed?
- (c) Detail which key measures have been impacted by the project and identify actual improvements as a consequence of this.
- (d) Would you recommend this approach to other contact centre operators?
- (e) Describe the learning you achieved: -
  - i. During the planning stages
  - ii. During implementation
  - iii. On completion of the programme

If you could do it again, would you do anything differently?

### Section 4: Summary *(Weighting: 10%)*

Summarise why you think the digital transformation project/programme has improved the provision of customer service.

If there are any key activities of your organisation involving customer service in relation to the programme 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)**