

CCA Excellence Awards 2017

Category: Most Effective Use of Social Media

About this Award

This Award will be presented to the organisation that can demonstrate effective management and delivery of the organisation's social media strategy. Evidence should be provided to show how this is linked into the organisation's overall customer contact operations and what positive impact this has had on customers, employees and the organisation as a whole.

It is acceptable to identify specific improvements in a manner that protects commercial confidentiality; however entrants should be prepared to evidence claimed improvements.

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.
- 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 *(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 the need for effective use of social media and how it has benefitted the customer. Examples, where appropriate, may be used but must be directly related to the provision of excellent customer service within the servicing of social media.

- a) Describe what processes your organisation follows to better understand and anticipate the customer needs that drove the emergence of the social media channel. For example explain how you learn/gather information about customers and their potential needs, if and how you review your processes for listening and learning from customers and how you identify what other processes are already in place.
- b) Briefly explain why you chose to serve customers through social media and what purpose it serves. Outline the benefits it delivers to the customer and the organisation as a whole. Have you seen a direct impact on customer loyalty since the introduction of the social media channel?
- c) Describe why you think this approach is effective.
- d) Identify the different ways of helping customers or resolving complaints caused by or supported by the social media channel. How do you measure its success? How do you measure successfully solving a social media query or complaint? How do you use complaints/feedback to improve your processes & future service?

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Section 3: Planning & implementation *(Weighting: 45%)*

The purpose of this section is to allow judges to understand how this channel was implemented into the contact centre, how employees were involved and how this affects the employee and organisation's objectives. Examples, where appropriate, may be helpful and should be directly related to the implementation of this channel into the contact centre for the provision of excellent customer service.

- (a) Describe the challenges of implementation and how they were overcome. How many staff do you use for social media & why? How did you recruit for the position and how are the skills different to a traditional advisor? Were they involved in the planning & implementation?
- (b) Describe what process is in place for managing this channel. Who is involved in managing this and what level of control/intervention is provided for staff? Describe how integration between traditional & new social media channels has been achieved.
- (c) How do you measure effectiveness of this channel and how and when is this reviewed?
- (d) Describe how this feeds in to employee and organisational objectives.
- (e) Would you recommend this approach to other contact centre operators?

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 this channel has improved the provision of customer service.

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