

CCA Excellence Awards 2017

Category: Corporate Social Responsibility in Customer Service

About this Award

This Award will be presented to the organisation that has demonstrated a commitment to corporate social responsibility within the last 12 months which has benefited staff and customers. Submissions should include reference to specific activities and detail evidence of the organisation's commitment and also the benefits the activity brings to employees, the organisation as a whole and the wider community.

This is a wide ranging award where the objective is to encourage centres to share their experiences of best practice and provide a platform upon which organisations can adopt similar activities/programmes within their organisation that are innovative, exciting and rewarding for the community and the organisation.

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

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 2,000 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 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 and the culture in which an individual is employed. While entries should be meaningful, they may be kept at a level that protects commercial confidentiality. Examples, where appropriate, may be helpful.

- a) Briefly identify the organisation's Purpose, Mission and Values.
- b) What challenges are being faced in the current climate?
- c) Identify the main services and all of the channels used to deliver them to customers including whether they are in-house or outsourced.
- d) Identify excellent customer service within the organisational culture.
- e) Briefly identify how you measure success for individuals and success for the organisation.
- f) What is the organisation's approach to corporate social responsibility?

Section 2: Community and the marketplace (*Weighting: 45%*)

The purpose of this section is to provide judges with information on community-related initiatives/projects the organisation is involved in and what benefits this brings to all involved. These could include, but are not limited to, the following initiatives:

community investment; employee volunteering; employment of vulnerable groups; education; economic renewal; ethical policies; responsible marketing; supply chain management; protection of elderly/vulnerable customers/citizens

Focus on a specific activity is acceptable in this section and will require beneficiary testimonials at a level that protects confidentiality. Please also use this section to identify any other awards you have won as a result of your support for community-related initiatives/projects.

- a) Describe your process whereby employees and members of the community can approach your organisation to ask for support for a particular initiative. Are there certain criteria that need to be met?
- b) Identify any initiative(s) you are involved in and the reasoning for supporting this/these particular initiative(s).
- c) Describe the support you offer to the initiative(s) including how much time, resource and funding is contributed. As well as any events you organise/participate in. Does the whole organisation offer support to the same initiatives or do different departments support different initiatives?
- d) What benefits have you brought to beneficiaries, organisations you are supporting through the contributions you have made? Please provide testimonials from beneficiaries, the organisation you are supporting and employees involved in offering support.

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Section 3: Environment and the workplace (*Weighting: 45%*)

The purpose of this section is to provide judges with information on work-related initiatives the organisation has adopted and what benefits this has brought to all involved. These could include, but are not limited to, the following initiatives: climate change, diversity & inclusion, gender, health & wellbeing, race, religion & belief, sexual orientation, skills, talent etc. Focus on a specific initiative is acceptable in this section and will require employee testimonials, at a level that protects employee confidentiality.

- a) Identify any initiative(s) you are involved in and the reasoning for supporting this/these particular initiative(s).
- b) Describe the support you offer to employees through the initiative(s) including facilities available, how much time, resource and funding is contributed. As well as any events you organise/participate in.
- c) Identify what benefits you have brought to employees through contribution/implementation of these initiatives. Please provide employee testimonials.

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

Summarise why you think your approach to Corporate Social Responsibility is the right one and why you have chosen to focus on the areas identified.

PLEASE NOTE THAT THIS DOCUMENT IS FOR INFORMATION ONLY. ALL ENTRIES SHOULD BE SUBMITTED VIA THE ONLINE SUBMISSION TOOL, BY CLICKING [HERE](#).