

CCA Excellence Awards 2017

Category: Contact Centre Team of the Year

About this Award

The categories for Contact Centre Team of the Year: Back Office, Complaints Team, Business to Business Team and Business to Customer Team have been merged into one single category.

This Award will be presented to the team who are able to best demonstrate their commitment to excellent customer service. They will be able to demonstrate a passion for managing customer needs and an ability to adapt to positively impact customer experience and business objectives. This Team will be able to demonstrate their commitment to excellent customer service via effective, consistent and robust processes and communication.

Submissions will demonstrate how the organisation invests in the team ensuring ongoing and continual professional development. Evidence will also be required of ongoing regular assessment ensuring agent skills are maintained and refreshed. Development plans will display individual and business objectives with a clear demonstration that the team understands these objectives.

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

*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 and should be directly related to the provision of excellent customer service.

- a) Briefly identify the organisation's Purpose, Mission and Values.
- b) What challenges are 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 teams in the organisation.
- f) What is the organisation's approach to corporate social responsibility?

Section 2: About the team *(Weighting: 50%)*

The purpose of this section is to provide judges with an insight into how the team set and meet their targets in order to deliver excellent customer service in a professional and timely manner while using individual and team initiative to exceed customer and business expectations.

Team Introduction – Use this section to provide a brief outline of the team's main objectives, clients & role (Maximum of 250 words, excluded from the total word count)

Describe the team, citing examples from the areas of:

- a) Initiative
- b) Innovation
- c) Efficiency
- d) Accuracy
- e) Co-operation/collaboration
- f) Dedication
- g) Equal Opportunity
- h) Customer service specific activity

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Section 3: Team's performance in the working environment *(Weighting: 30%)*

The purpose of this section is to allow the judge to understand how the environment the team works in contributes to them delivering excellent customer service. Section 'e' seeks to provide an insight into the teams' work/life balance.

Describe, citing examples, the impact of the team on:

- a) Peer groups
- b) Organisation
- c) Customers
- d) Suppliers
NB If you work for a third-party provider/outsourcing organisation, it is acceptable to refer to internal suppliers here such as: other departments within the business e.g. marketing, back office, IT etc
- e) Work/Life balance
- f) Customer experience

Section 4: Summary *(Weighting: 20%)*

Summarise how and why you think the team consistently delivers excellent customer service.

If there are any key activities involving customer service or team support 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