

CCA EXCELLENCE AWARDS 2019

BEST CX TRANSFORMATION THROUGH TECHNOLOGY PARTNERSHIP

This Award will be presented to the partnership that has successfully introduced and applied an effective and innovative technology solution to support business transformation and exceed customer service expectations.

Submissions should demonstrate through reference to case studies and KPI measurements that both organisations co-operated to improve customer service delivery and ultimately both benefited from the partnership.

This Award is not about identifying the best technological solution but identifying how the technology solution has been applied, supported business transformation and improved the service received by the customer.

Submissions may be led by the technology provider or the user.

Applicants should focus on the implementation process, highlighting the strength and benefits of the partnership and provide examples of any 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 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.
- The word count for this submission should be no more than 2,000 words per submission.
- Please note that judges can penalise or exclude entries from this category if the stated word count is exceeded by 10%.
- 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. Submissions should be evidence-based 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.

Section 1: About the organisation – Setting the scene

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, should focus on the partnership issues and be directly related to the provision and delivery of excellent customer service.

This section should be a maximum of 200 words and will not be judged. The 200 words will not be included in the total allocated 2,000-word count.

Some things to consider are: -

- Identify the organisation's sector, purpose, mission and values.
 - What challenges are faced in the current climate e.g. changing regulation.
 - Identify your customer groupings or market segments.
 - Identify the main services managed as part of the contract, and all delivery channels.
 - Describe the profile of the workforce including any special issues specific to the organisation (e.g. specialist knowledge, regulation, location, accreditations etc).
 - Identify how you measure success for the organisation and of the partnership.
 - What are the key sources of comparative or competitive data?
 - Identify agreed customer experience values set in the organisation.
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Section 2: Identifying the best solution for customer service excellence (*Weighting: 75%*)

The purpose of this section is to provide an understanding of how you identified the need to implement this technology, how it has ultimately benefited the customer and the ROI to the wider business. Examples, where appropriate, may be used but must be directly relate 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 technology. What were the drivers for transformation? e.g. explain how you learn/gather information about your customer and their potential needs. Explain how you review processes for listening and learning from customers and identify what other processes are in place. What influence did competitors have on the decision to invest from a client perspective?
- b) Briefly explain why both organisations chose to partner. 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? Were the full benefits and capability of the technology realised?

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- 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 processes?
- d) What actions do you take on customer feedback? How involved is the technology partner in supporting new processes to deliver a better result for the customer?
- e) How do you know customer expectations are being met and how has customer service transformed? 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 the formation of the partnership as a direct result of customer or agent feedback?
- f) Describe how you believe the partnership has benefited both organisations. For example, is there a shared risk/profit scheme in place?

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

Summarise why you think this technology partnership has transformed the experience and service received by your customers, both through the partnership and the technology itself and to the wider business.

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