

CCA EXCELLENCE AWARDS 2019

CONTACT CENTRES – GREAT PLACES TO WORK

This Award will recognise organisations that are able to fully engage colleagues both in terms of their individual role and the impact they have within the wider context of the organisation. Focus should be given to the culture within the organisation and how this supports business transformation and customer service excellence.

Reference should be made to existing practices and programmes to engage colleagues which result in increased loyalty, trust and confidence of future personal development and recognition.

Clear examples should be included to demonstrate the impact colleague initiatives, engagement and organisational culture has on the service delivered to the customer.

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 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 may 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

CCA EXCELLENCE AWARDS 2019

CONTACT CENTRES – GREAT PLACES TO WORK

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.

CCA EXCELLENCE AWARDS 2019

CONTACT CENTRES – GREAT PLACES TO WORK

Section 1: About the organisation – Setting the scene

The purpose of this section is to allow judges to form a picture of the organisation. Examples, where appropriate, may be helpful. 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 including are: -

- Identify the organisation's sector, purpose, mission and values.
 - What challenges are faced in the current climate e.g. changing regulation.
 - Identify the main services and delivery channels including whether they are in-house, outsourced or mixed.
 - Describe the profile of the workforce including any special issues specific to the organisation (e.g. specialist knowledge, regulation, location, accreditations etc).
 - Identify agreed customer experience values set in the organisation.
 - Describe the culture within the organisation.
-

Section 2: Approach to employee engagement (*Weighting: 20%*)

The purpose of this section is to provide judges with an understanding of your process for identifying and developing methods for engaging colleagues including who is involved in the process. A focus on a specific project is acceptable in responding to this section.

- (a) How do you measure employee engagement?
- (b) How do you identify your need for improvement?
- (c) What process do you follow in deciding the scope and timescale for required changes?
- (d) Who is involved in the development of changes?
- (e) What objectives do you seek to achieve in making changes?
- (f) How do you measure the impact on the customer of any colleague engagement initiatives?
- (g) Describe how you enable your people to carry out their job effectively, removing barriers to allow them to do a great job. Describe the outcomes and benefits to both the individual and organisation achieved through this.

CCA EXCELLENCE AWARDS 2019

CONTACT CENTRES – GREAT PLACES TO WORK

Section 3: Planning and implementation (*Weighting: 20%*)

The purpose of this section is to explain how change is implemented into the contact centre and how colleagues are involved in this. Examples, where appropriate, should relate directly to the implementation of change into the contact centre.

- (a) Describe the challenges of implementation and how they are overcome. How do you involve all colleagues?
- (b) How is change rolled out across the centre?
- (c) Are changes to plans allowed for at review stages and how is this achieved?
- (d) How do you ascertain how engaged your people are?
- (e) How do you measure the impact any change programmes will have on culture within the contact centre?

Section 4: Organisational integration (*Weighting: 25%*)

The purpose of this section is to explain what improvements have been identified through implementation of changes for employee engagement and how this is embedded into the organisation.

- (a) How do you understand if a new process has been embedded across all areas of the organisation?
- (b) Is the employee engagement process applied across the organisation or are there any areas excluded from plans?
- (c) Detail which areas or key measures have been impacted by new processes and identify actual improvements (see comments on commercial confidentiality above). Employee testimonials can be used
- (d) How do you map the impact of any changes to customer experience?

Section 5: Organisational learning (*Weighting: 20%*)

This section should provide information on what the organisation has learnt from implementing change and demonstrate how this has been applied to other projects. Examples, where appropriate, may be helpful and should be directly related to what the organisation has learnt and applied to other projects.

- (a) Describe the learning you achieved: -
 - i. During the planning stages
 - ii. During implementation
 - iii. On completion of a project
- (b) How has that learning been applied to other projects?

Section 6: Innovate and excite (*Weighting: 15%*)

The purpose of this section is to demonstrate why you believe changes and processes implemented are innovative and have helped to engage staff. What has been the impact on culture? How has the customer benefited?

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