

CCA EXCELLENCE AWARDS 2019

CUSTOMER EXPERIENCE BRAND OF THE YEAR

This Award will be presented to the brand/organisation that has demonstrated excellence in understanding and responding to customer needs. Entrants will be required to demonstrate, through reference to case studies and KPI measurements how levels of satisfaction are gathered and used to improve the customers' experience.

Submissions should include ways in which the organisation has increased customer satisfaction and the processes it has in place for managing and dealing with customer complaints and feedback for both inbound and outbound operations.

You will be judged on how you have achieved this success – through your people, your organisational policies and any relevant technologies.

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

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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.

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Section 1: About the organisation – Setting the scene

The purpose of this section is to provide a picture of the organisation.

Responses should be meaningful and may be kept at a level which protects commercial confidence.

Examples, where appropriate, should directly relate to the collection of customer data 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 allocated 2,000-word count.

Some things to consider including are: -

- Identify the organisation's sector, purpose, mission and values.
- Identify your customer segments/demographics.
- What challenges are faced in the current climate e.g. changing regulation
- Describe the profile of the workforce including any special issues specific to the organisation (specialist knowledge, regulation, location, accreditations etc).
- Describe the overall strategy for customer service, the contact centre, its function and how it contributes to the overall success of your organisation.
- Identify the main service delivery channels including whether they are in-house or outsourced.
- Identify how you measure success for individuals and success for the organisation.

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Section 2: Customer insight, collection of data and verification methods (*Weighting: 20%*)

The purpose of this section is to provide information on processes you have in place for gathering customer information to support the continuous delivery of excellent customer service.

- a) Describe what processes the organisation has in place to better understand and anticipate customer needs. For example, how you learn about customer needs; how you gather information and how you review the processes for listening to and learning from customers. What other processes are in place?
- b) Identify any formal processes to help customers resolve complaints. How do you measure success? How do you use complaints procedures to improve your processes? What actions do you take on feedback?
- c) How do you know your customer expectations are being met?
- d) How do you measure outcomes? What KPI's or SLA's are in place to measure and report on customer experience?
- e) What are the key sources of comparative or competitive data?
- f) Identify how relationships with your suppliers are managed.

Section 3: Your people, including their role in delivering an excellent customer experience (*Weighting: 20%*)

The purpose of this section is to demonstrate how committed your people are to the organisation and to your customers through information gathering, dissemination and training, ultimately to deliver an excellent customer experience.

Examples, where appropriate, may be helpful and should be directly related to your peoples' role in the delivery of excellent customer experience.

How do people in your organisation demonstrate commitment to understanding and strengthening the brand in relation to:

- a) The organisation
- b) The customer/customer groupings
- c) Colleagues
- d) Suppliers
- e) How do you know the communication of values and expectations is consistent throughout the organisation?
- f) Describe the organisation's approach to training colleagues to deliver an excellent customer experience including how this is identified, who is trained, how this is measured and determined as effective?
- g) How do you establish employee and customer satisfaction and motivation?
- h) Describe how you seek employee input on customer needs and expectations.

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- i) Identify excellent customer service within the organisational culture.

Section 4: Organisational policies and how they are influenced by knowledge of the customer experience (Weighting: 20%)

The purpose of this section is for judges to determine what policies and plans you have in place that support excellent customer service, both through the organisation and your people. Examples, where appropriate, may be helpful and should be directly related to the organisation's customer service strategy.

- a) Identify the quality and improvement policy in place and how this measures performance improvement or success.
- b) How is employee learning and development tracked and recognised and how do you ensure this is implemented consistently across the organisation?
- c) Is performance tracked to relevant plans? Describe how this is done and at what levels.
- d) Describe the process the organisation has in place to develop short and long-term objectives.
- e) Describe how human resource needs for the contact centre are derived from strategic objectives and what policy you have in place for recruitment and selection of suitable customer service staff.
- f) How does the organisation ensure that it is legally compliant?

Section 5: How you apply collected knowledge when dealing with customers/citizens, staff and suppliers (Weighting: 25%)

The purpose of this section is to identify what technologies and back up processes you have in place to continually deliver an excellent customer experience. You will be judged on the approach, customer involvement, deployment and integration of technologies and processes using the information provided. Examples, where appropriate, should directly relate to their role in the delivery of excellent customer experience.

- a) Identify what customer management systems you employ, how they have been influenced by customer feedback and how you know they are effective.
- b) What measures do you use to define excellent customer contact?
- c) Briefly explain your business continuity approach, including when it is tested and the outcomes of this.
- d) What other technologies do you have in place to support the customer experience?

Section 6: Summary (Weighting: 15%)

Summarise why you think the organisation measures success based on customer experience. If there are any key activities of your organisation, involving customer experience, not provided for above please identify them here.

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