

CCA EXCELLENCE AWARDS 2019

EXCELLENCE IN BUSINESS PROCESS OUTSOURCING COLLABORATION

This Award will be presented to the partnership that can best demonstrate delivery of excellent customer service through successful collaboration, co-operation and communication with a BPO/Outsourcing provider/partner.

Submissions may be led by the BPO organisation or the partner/client.

Submissions should show there is effective strategic alignment between both parties, fully understanding what is expected in terms of resourcing and investment requirements, management of performance and service issues (both operational and customer-initiated) with associated action plans and evidence of performance and delivery.

Close liaison and evidence of a genuine partnership should be evidenced. Entries will be judged on how success has been achieved through the operation, organisational policies and communication processes. Details of contracted Key Performance Indicators (KPI's) and Service Level Agreements (SLA's) should be used to evidence performance.

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 form a picture of the relationship/contract between the client and the BPO partner. 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 client organisations sector, purpose, mission and values.
- What challenges are faced in the current climate e.g. changing regulation.
- Identify customer groupings or market segments relating to the contract.
- Identify the main services managed as part of the contract, and all delivery channels.
- Describe the profile of the workforces 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.
- What are the key sources of comparative or competitive data?

Section 2: Identifying the best solution for customer service excellence (*Weighting: 20%*)

The purpose of this section is to demonstrate the role of both parties in identifying and delivering customers' needs, addressing customer complaints and issues, and meeting customer expectations.

You should also provide an understanding of how the partnership developed. Examples, where appropriate, should be included.

- (a) What reasons led to the formation of the partnership and to the outsourcing of this piece of work/project?
- (b) Explain how long you have worked together and why collaborating seemed like the best option for customers. What benefits do both organisations gain from this partnership?
- (c) Describe what processes both organisations follow to better understand and anticipate customer needs. What part does each partner play in developing and delivering these processes?
- (d) Identify any formal processes for helping customers or resolving complaints, including where the complaints are resolved within the partnership and how you measure its success. How do you use complaints procedures to improve your processes? What actions do you take on customer feedback?
- (e) How do you each know that customer expectations are being met? How do you know each partner is satisfied with results achieved?
- (f) What metrics are used to define the level of customer service provided?

Section 3: Your people (*Weighting: 20%*)

The purpose of this section is to demonstrate how committed people in both organisations are to the overall partnership, customers' needs and expectations and staff satisfaction and motivation. Examples, where appropriate, may be used.

How do leaders in your organisations demonstrate commitment to:

- a) The partnership
- b) Customers
- c) Colleagues
- d) How do you know that communication of values and expectations is consistent throughout both organisations?
- e) What is the organisations approaches to training? How is this decided? Who is trained and how do you measure the training outcomes? How does this training relate to that provided by the client?
- f) How do you establish employee and customer satisfaction and motivation?
- g) Describe how you seek employee input on customer needs and expectations and how this is input to the partnership?

Section 4: Your organisational policies (*Weighting: 20%*)

The purpose of this section is 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 organisations strategy for the delivery of excellent customer service through the partnership.

- a) Identify the quality and performance improvement policy in place and where the responsibility lies. How does it measure performance improvement or success?
- b) Do both organisations develop short and long-term objectives? What is the process for this?
- c) Is performance tracked to relevant plans? How is this done and at what levels?
- d) Describe your policy for recruitment and selection of suitable customer service staff. Is this the same process for the client?
- e) Are human resource needs derived from strategic objectives? How do you know this?
- f) How do the organisations ensure that they are legally compliant?

Section 5: Your technologies (*Weighting: 20%*)

The purpose of this section is to identify what technologies are in place to continually deliver excellent customer service. You will be judged on the approach, client involvement, deployment and integration of these technologies and processes using the information provided.

Examples, where appropriate, should be directly related to the role in the delivery of excellent customer service.

- a) Identify what customer systems/technologies you employ, how it has been influenced by client feedback and how you know it is effective.
- b) Briefly explain your business continuity approach, including when it is tested and the outcomes of this.
- c) Describe any other systems and technologies you have in place to support the ongoing improvement of customer service.
- d) How can you demonstrate seamless alignment with your client's technologies/systems?

Section 6: Summary (*Weighting: 20%*)

Summarise why you think the partnership works well and how it continues to deliver excellent customer service. How has it helped to provide a solution to the original reasons for outsourcing the work/project?

If there are any key activities of your organisations 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