

CCA EXCELLENCE AWARDS 2019

Excellence in Social Responsibility and Awareness

Working with the local or wider customer community can bring a wide range of benefits to the business, customer and to colleagues involved in the activity.

This Award will be presented to the organisation or team that has demonstrated a commitment to social responsibility within the last 12 months which has benefited staff and customers. Submissions should include reference to specific activities and detail evidence of the organisation's or team's commitment and the benefits the activity brings to employees, the organisation and the wider community.

The objective of this Award is to encourage organisations to share their experiences of best practice and provide a platform upon which organisations can adopt similar activities/programmes that are innovative, exciting and rewarding for the community and the organisation.

It is acceptable to identify specific activities/programmes in a manner that protects commercial confidentiality; however, entrants should be prepared to evidence claimed activities.

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.

Categorise your Entry

There are three options for this Award category. Please identify which option best fits your submission:

- This initiative is led by an individual contact centre or team and has impact within the local community
- This initiative is a company-wide strategy and has impact across the whole country
- This initiative is led strategically within the business and has a global reach/impact

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 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.

Section 2: Community and the wider market (*Weighting: 45%*)

The purpose of this section is to provide judges with information on community-related initiatives/projects the organisation or team is involved in and what benefits this brings to all involved. These could include, but are not limited to, the following initiatives:

Charitable involvement and/or support; community investment; employee volunteering; employment of vulnerable groups; education; ethical policies; protection of elderly/vulnerable customers/citizens.

Focus on a specific activity is acceptable in this section and will require beneficiary testimonials at a level that protects confidentiality. Please also use this section to identify any other awards you have won because of your support for these initiatives/projects.

- a) Identify any initiative(s) you are involved in and the reasoning for supporting this/these initiative(s).
- b) Describe the support you offer to the initiative(s) including how much time, resource and/or funding is contributed. As well as any events you organise/participate in. Does the whole organisation offer support to the same initiatives or do different departments support different initiatives?
- c) What benefits have you brought to beneficiaries, organisations you are supporting through the contributions you have made? Please provide testimonials from beneficiaries, the initiative/people you are supporting, and employees involved in offering support.

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Section 3: Environment and the workplace (*Weighting: 45%*)

The purpose of this section is to provide judges with information on work-related initiatives the organisation or team has adopted and what benefits this has brought to all involved. These could include, but are not limited to, the following initiatives: climate change, diversity and inclusion, gender, health and wellbeing, race, religion and belief, skills, talent etc.

Focus on a specific initiative is acceptable in this section and will require employee testimonials, at a level that protects employee confidentiality.

- a) Identify any initiative(s) you are involved in and the reasoning for supporting this/these initiative(s).
- b) Describe the support you offer to employees through the initiative(s) including facilities available, how much time, resource and funding is contributed. As well as any events you organise/participate in.
- c) Identify what benefits you have brought to employees through contribution/implementation of these initiatives. Please provide employee testimonials.

Section 4: Summary (*Weighting: 10%*)

Summarise why you think your approach to Excellence in Social Responsibility and Awareness is effective and why you have chosen to focus on the areas identified. Has colleague engagement increased? How has it impacted those involved? What has been the response from the community?

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