

# CCA EXCELLENCE AWARDS 2019

## Most Effective Vulnerability Strategy

This Award will be presented to the organisation that has demonstrated a commitment to providing fair and appropriate response to vulnerable members of society in employment and service delivery. The organisation will be able to demonstrate efficient and consistent approaches designed to empower colleagues to be able to comfortably identify, listen and respond with appropriate levels of care.

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](http://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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### 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
- 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.

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### Section 2: Strategy Development and Training (*Weighting: 45%*)

The purpose of this section is to provide judges with information on how you developed strategy and policies to ensure that vulnerability awareness and practices are ingrained within the organisation. Explain how training was developed, communicated and conducted to ensure that front line colleagues have a comprehensive understanding of how to identify and respond appropriately.

- a) Outline the development of strategy(ies) and/or policies created providing insight into why these were generated and what they were responding to. Did you seek additional insights from external charities, trusts or bodies?
- b) How were colleagues/customers consulted during the development of the strategies? What research was undertaken to evidence needs or problem areas?
- c) Describe the training you offer to colleagues in order to accomplish your strategy. How was this conducted at each level of the business?

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### Section 3: Implementation and Evaluation (*Weighting: 45%*)

The purpose of this section is to provide judges with information on implementation of the strategy(ies). Evidence the impact on communication channels, service delivery and changes to processes and systems in place to record colleague/customer information. Share any challenges that needed to be overcome and explain what review/audit process is in place to ensure that the process is engrained throughout the organisation and is working for a range of highly variable circumstances.

- a) Describe your approach to implementation. What areas of the business had to be involved? Did any systems need to change to ensure a range of communication channels were available? Did automated processes need to be adapted?
- b) Describe the process for identifying, flagging and appropriately recording vulnerable customer/colleague information. How was this implemented in accordance to data protection and privacy rights?
- c) How do you review practices to ensure that the process is:
  - Engrained throughout the organisation
  - Robust enough to provide flexibility
  - Can adapt to change in circumstances and provide tailored care/service delivery when necessary

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

Summarise why you think your vulnerability strategy is effective and why you have chosen to focus on the areas identified. How has it impacted those involved? What is on the horizon?

**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](http://WWW.CCA-GLOBAL.COM)**