

# Why CCA Membership



**CCA Membership** provides a structured approach to improving customer operations, combining insight, practical experience and peer insight to strengthen performance and prepare for future change.

It is designed for organisations that want more than access to events or networking – but a structured way to make better decisions, strengthen performance, and prepare for what’s next.

## Who It’s For

CCA Membership is designed for organisations that:

- Are responsible for delivering consistent, high-quality customer service and experience
- Need to make confident decisions in a fast-changing environment
- Want to improve performance, not just maintain it
- Want to benchmark performance, understand how they compare and identify opportunities to improve
- Are preparing for the impact of digital, AI, and evolving customer expectations

## Why It Matters

In today’s environment, organisations need more than insight or networking alone. They need a structured way to understand performance, apply proven approaches, and continuously improve.

## What Membership Delivers

### 1. Make Better Decisions

Access trusted insight, benchmarking, and real learning to support confident, informed decision-making.

- Research and thought leadership
- Executive insight sessions
- Peer-led discussion and shared experience

### 2. Improve Performance

Learn what works in practice and apply it directly to your own operation.

- Best practice forums and site visits
- Operational frameworks and benchmarking
- Accreditation and structured improvement support

### 3. Stay Ahead of Change

Understand emerging trends and build capability for the future.

- AI and digital capability development
- Industry insight and forward-looking discussion
- Learn from organisations leading innovation and transformation

## More Than Membership

CCA Membership is not a series of disconnected activities.

It provides a joined-up approach to improving customer operations combining insight, peer learning, and practical application in a way that delivers ongoing value.

## Built for Real Impact

Members use CCA to:

- Strengthen customer experience and operational performance
- Support leadership decision-making
- Develop their people and capability

Provide credible evidence of excellence and progress

**CCA is the leading authority for customer service and experience professionals across the UK and beyond.**

For over 30 years, CCA has supported organisations with the insight, standards, and connections needed to deliver consistently high levels of service and performance.

Through independent research, accreditation, leadership forums, and recognition programmes, CCA helps organisations understand where they are today and what they need to do next.

**The focus is simple:** to help organisations continuously improve how they serve their customers.

## Why Organisations Join CCA

Organisations join CCA to access a combination of insight, experience, and support that is difficult to achieve in isolation.

- **Trusted Insight:** Make confident decisions using research, benchmarking, and real-life evidence.
- **Practical Application:** Learn from proven approaches and apply them directly to improve performance.
- **Valuable Connections:** Engage with a network of leaders and practitioners facing similar challenges.
- **Recognition & Credibility:** Demonstrate commitment to excellence through independent standards and programmes.

## A Structured Approach to Improvement

CCA Membership supports organisations across three key areas:

- **Leadership & Influence:** Gain insight and perspective to shape strategy and make confident decisions.
- **Excellence & Improvement:** Benchmark performance, identify opportunities, and strengthen how your operation delivers.
- **Community & Recognition:** Connect with peers, share success, and build credibility across your organisation.

# What you get as a CCA Member



CCA Membership provides access to a structured programme of insight, events, and practical support designed to help leaders and their teams continuously improve performance and stay ahead of change.

## Make Better Decisions

<b>What You Get</b>	<b>What It Helps You Do</b>
<b>CEO Forum</b>	Gain strategic perspective through confidential peer discussion with senior leaders
<b>Executive Insight Sessions</b>	Learn from practical insight and proven approaches, including AI use cases and operational outcomes
<b>Industry Council</b>	Shape strategy and stay informed through peer-led discussion on key industry challenges
<b>Research &amp; Thought Leadership</b>	Access evidence-based insight to support confident decision-making

## Improve Your Operation

<b>What You Get</b>	<b>What It Helps You Do</b>
<b>Best Practice Forums</b>	Learn what works in practice through case-led sessions and shared experience
<b>Raising the Bar: Excellence in Practice</b>	See high-performing operations in action through hosted site visits
<b>CCA Accreditation &amp; Reviews</b>	Benchmark performance and identify clear opportunities for improvement
<b>Operational Review &amp; Improvement Assessment</b>	Understand strengths and priorities with a structured, evidence-based review

# What you get as a CCA Member



## Stay Ahead of Change

What You Get	What It Helps You Do
<b>AI &amp; Digital Capability Matrix®</b>	Assess and develop your readiness for AI and digital transformation
<b>Executive &amp; Industry Events</b>	Stay ahead of trends through thought leadership and shared innovation
<b>Annual Convention &amp; Summit</b>	Gain insight and inspiration from leading organisations and industry experts

## Build Credibility and Recognition

What You Get	What It Helps You Do
<b>CCA Excellence Awards Programme</b>	Recognise achievement and showcase your organisation's success
<b>Awards Gala &amp; Events</b>	Build profile and connect with industry leaders
<b>Membership Community</b>	Strengthen your organisation's reputation within the industry

## Develop Your People and Network

What You Get	What It Helps You Do
<b>Women in Leadership Network</b>	Support development and progression through shared experience and insight
<b>Coffee Club &amp; Peer Forums</b>	Provide your teams with access to ongoing peer learning and support
<b>Community &amp; Networking Opportunities</b>	Build connections that support problem-solving and innovation

# Next Steps



## Membership Investment

CCA membership is designed as a joined-up approach, combining insight, shared experience and practical application to support continuous improvement across customer contact operations. Membership prices start from £6,500 + VAT per annum.

Membership is tailored to reflect the size, structure and priorities of each organisation, ensuring alignment with specific goals and areas of focus.

A clear overview of options and investment can be provided following an initial discussion.

**If you're looking to strengthen your customer operation, improve performance, and stay ahead of change, we would welcome the opportunity to discuss your priorities and how CCA Membership can support your organisation.**

Katie White  
Membership Programme & Insights Manager  
CCA Global

E: [katie.white@cca-global.com](mailto:katie.white@cca-global.com)  
T: 0141 564 9010

**CCA Trusted by organisations for over 30 years to support customer excellence and operational performance.**

