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F R O S T & S U L L I V A N

12th Annual CRM & Contact Centre Awards Awards Briefing

10th June 2011 (Friday)

Objective

Introduction to Awards categories & Structure

Awards Process and Brief on Awards

Corporate Award Category

Individual Award Category

1

Objectives

CCAM Awards Program

*“To **identify, recognize and honor distinguished members** of the Malaysian Customer Relationship Management and contact center industry whom have with innovation, persistence and focus, taken customer service to new heights.*

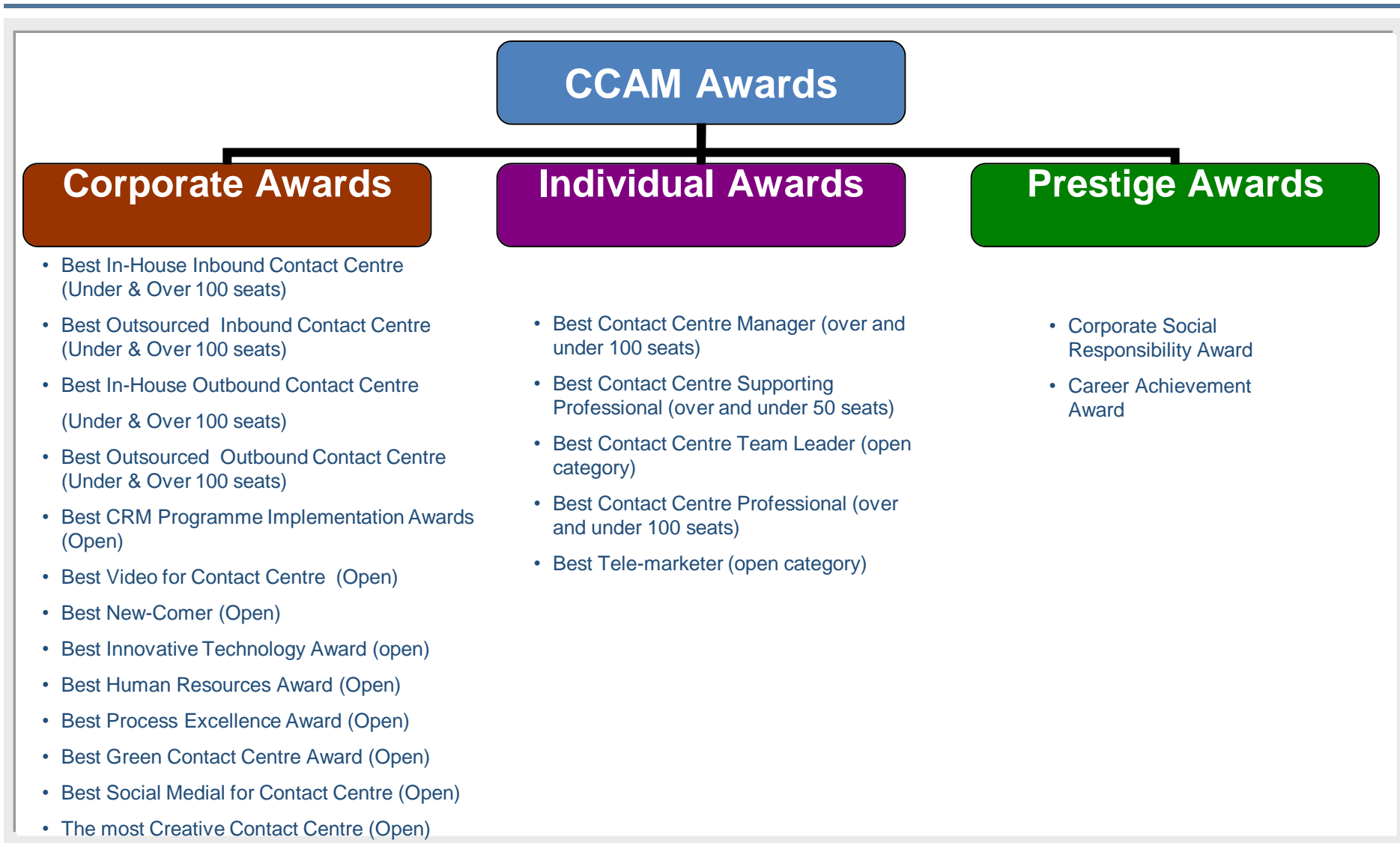
*To **recognize best practices** in the customer service and contact center industry with the aim of **increasing customer service awareness, encourage customer centricity** from Malaysian enterprises and customer service individuals and to **establish Malaysia as a recognized leader** in customer service and contact centers.”*



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Award Categories

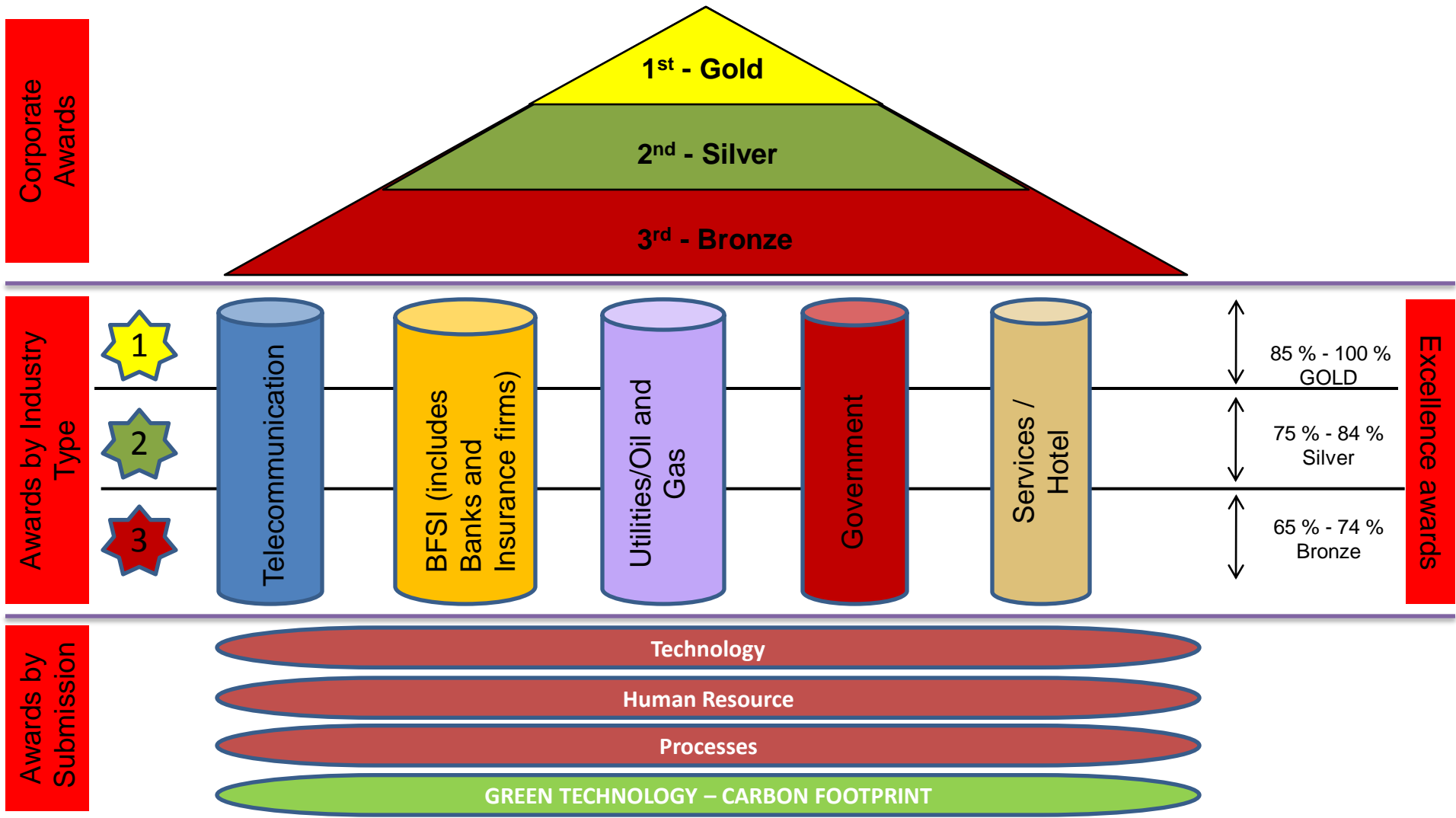
Categories



3

Corporate Categories

CCAM Awards Structure for Corporate Categories



Corporate Categories – Brief Description

Awards for Corporate Category

1. Gold, Silver and Bronze awards will be awarded for each corporate category
2. However there maybe more or less winners for each category depending on the score results

Recognitions and Awards by Industry Type

1. Recognitions and awards (Gold , Silver and Bronze) will be given achievers by their respective industries
2. However there maybe more or less winners for each industry depending on the results and the number of finalists

Excellence Awards

1. Finalist from their respective industries will be awarded Gold, Silver and Bronze Centre based on their scores provided it reaches the award's standard.
1. A tier system will be implemented (e.g if the score fall between 65% - 74%, they will be recognized as Bronze winners and if they score between 85% - 100%, they will be recognized as Gold winners.)
3. There are no limits on companies being recognized in each provided their score falls within the tier system provision.

Awards by Submission

1. Recognition and awards (Gold, Silver and Bronze) will be awarded to these categories.
2. Participants will need to submit evidence and justification as to why they should be awarded as one of the winners

Corporate Categories – Important Terms Definition

Contact Center:

A center where the predominance of the work done involves handling customer interactions via telephone, email and/or web chat. These could be help desks, tele-marketing centers, or service and support centers.

Seats:

The physical locations with telephones and/or desktops.

Agents:

These are the customer service representatives who are handling the customer interactions in the contact center.

Guiding Principle

Corporate Categories

Category	Guiding Principles
In-House Contact Center	The contact center is a wholly owned subsidiary of a company or corporation and does not do work for other clients.
Outsource Contact Center	The contact center is a separate entity to the company or corporation it's agent represent. Also, includes co-sourced call centers.
Inbound	Contact center whose primary activity is of inbound nature and such contributes at least XXX% of revenue
Outbound	Contact center whose primary activity is of outbound nature and such contributes at least XXX% of revenue



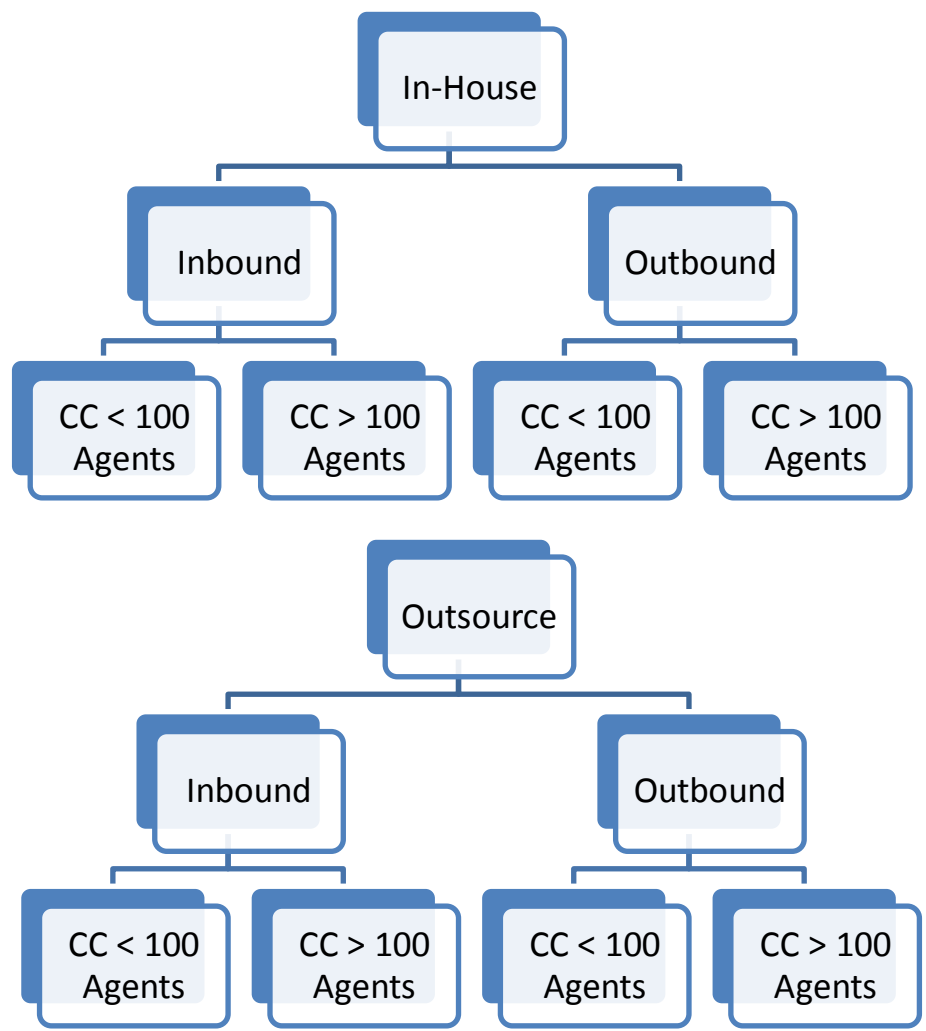
Corporate Award Categories

Submission by program

BOUNDED CATEGORY

Bounded Awards Category

Corporate Categories



1. Best In-House Inbound Contact Center under 100 seats
2. Best In-House Inbound Contact Center above 100 seats
3. Best In-House Outbound Contact Center under 100 seats
4. Best In-House Outbound Contact Center above 100 seats
5. Best Outsource Inbound Contact Center under 100 seats
6. Best Outsource Inbound Contact Center above 100 seats
7. Best Outsource Outbound Contact Center under 100 seats
8. Best Outsource Outbound Contact Center above 100 seats

Definition

- This award will be conferred to the contact center that has demonstrated best in class process, resource management and implemented strategies that is centric to needs of customer and clients.

Nomination Guidelines

- Submission by program limited to 2 submission per vertical
- Choice of submitting either in the category of <100 seats or >100 seats
- Should be current member of CCAM
- Inbound and Outbound to decided by major activity (80% as a thumb rule)

Measuring Criteria

- HR Process
- Adopting and managing technology
- Effectiveness of client centric approach and process
- Effectiveness of Customer centric approach and process
- Adhere and continuous improvement in service quality

One submission by contact center

OPEN CATEGORY

Definition

- This award will be conferred to the contact center that has demonstrated best in class process, resource management and implemented strategies that is centric to needs of customer and clients.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center that has been in operation for less than 24 months
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- HR Process
- Adopting and managing technology
- Effectiveness of client centric approach and process
- Effectiveness of Customer centric approach and process
- Adhere and continuous improvement in service quality

Definition

- Will be presented to the contact center that has deployed CRM program that have led to significant improvements in customer satisfaction/ revenues for the organization or product line.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- CRM programme approach/methodology and business alignment
- CRM Vision and Implementation
- CRM Program Performance Measurement and overall impact on the business, internal and external stake holders

8 **Best Video Contact Center**
 Corporate Category

Definition

- Will be presented to the contact center that has created best video on their contact center bring out the important and unique points for their organization.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM
- The video must be produced in-house by the contact centre team and other relevant departments within the same organization.

Measuring Criteria

- Uniqueness of the contact center to retain and attract new business
- Coverage about the organization and contact center operation
- Clarity and effective messaging
- Creativity in preparing the video
- Use of special effects to highlight points

Definition

- Presented to the center that present the most effective/innovative use of call center technology in order to enhance the overall customer experience, increase agent efficiency, and improve conditions for the workforce.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- Effectiveness of technology deployed in meeting business objective
- Adoption of new technology/ technology innovation
- Impact of technology innovation on customers, agent and organization

10 **Best People Contact Center**
 Corporate Category

Definition

- This award will be conferred to contact center who has a well established HR /training team and has demonstrated excellence by controlling attrition rate, providing effective training to new and existing agent and has a process in place to proactively manage the agents within the contact center environment.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- Human resources effectiveness
- Agent attrition rate and step taken to control the attrition rate
- Care for employees in terms process and technology
- Quality and Quantity of Training imparted

Definition

- Will be presented to the center that leveraged well defined and/or implemented processes and has effective process management to realize deliver on it's strategy on the basis of the vision and goals defined by the leadership.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- Overall process pertaining to the business
- Process Management Approach and Certification
- Process to observe and evaluate performance
- Impact of Process Management (benchmarking and KPIs)

Definition

- Presented to the contact center with the best usage of 'Green' Technologies geared towards environmental sustainability. We intend to measure contact center on parameters such as implementation of energy & power saving technologies in the operations of a contact center and adoption of green building practices that provide both savings as well as conserve the environment

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- Energy Savings by adopting latest equipment
- TCO
- Adoption of Green building practices such as
 - Energy efficient lighting,
 - Waste disposal,
 - Transportation allowances,
 - Recycled water and Others

13 **Best Social Media Program in Contact Center**
 AwardCorporate Category

Definition

- Will be presented to the contact center that has well established social media program for customer contact. Apart from coverage of various social media channel, the effective usage of deployed social media will also be measured.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- Breadth and depth of social media channels
- Interacting through social media channels,
- Agent skill in Social media
- Social media guideline program for agent
- Performance metrics for Social Channels vs. Voice & IVR

Definition

- This award will be conferred to the contact centers, who have implemented process or technology uniquely to build cost competitiveness or enhance productivity.

Nomination Guidelines

- 1 Submission per contact center
- Open category that is open to all contact center irrespective of the size and nature of business
- No limit on number of participants
- Should be current member of CCAM

Measuring Criteria

- How creative or innovative the process or technology in comparison with standard CC process or technology
- should produce benefits that comply with the business objectives of CC
- Should prove to be beneficial to agents and/ or organization



Individual Award Categories

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Individual Categories

CCAM Awards Structure for Individual Categories

Individual Categories – Brief Description

Individual Categories – Round 1

1. There will be no changes on Round 1(Desktop Review)

Individual Categories – Round 2

1. Round 2 judging will be conducted in an Auditorium or conference hall
2. All the Finalist will be given 15 – 20 minutes presentation slots to justify to the appointed Judges followed by a 5 minute Q&A.
3. Supporters are allowed to witness the presentation