



2009 Award Criteria

The following outlines the criteria to which judges will score each submission. In addition to the specific criteria for each award, a company overview (500 words max.) is permitted to accompany each submission (see [entry form](#)). The company overview is seen as supporting information and will not be judged.

Note that all information will be treated as highly confidential and that no other persons other than CallNorthWest staff and our judging panel will be privy to this information.

The following information is provided to assist companies with their submission(s). Submissions should be a maximum of 2000 words (1500 for agent). Photographs, tables and graphs are permitted but no other appendices will be considered unless they form part of the maximum word count. Please visit the Awards home page and refer to the rules, FAQ's for further guidance on submissions.

Judging Criteria

Each submission will be judged in accordance with the following grade guidance and given a mark out of 20 according to the range associated with the grade awarded.

| GRADE | REQUIREMENT |
|----------------|--|
| ★ 0-4 | There is no information or evidence provided or the link is unclear in relation to the category. |
| ★★ 5-8 | There is some information provided and there is a relationship with the category. |
| ★★★ 9-12 | Clear information, some of which is supported by evidence and there is a relationship with the category. |
| ★★★★ 13-16 | A good range of information is provided, most is substantiated with evidence and the relationship with the category is clear. |
| ★★★★★ 17-20 | An extensive range of information is provided, all of which is substantiated with evidence from a range of sources. The relationship with the category is clear. |

Company Overview *(max 500 word, for information only)*

Each award submission is required to provide a company overview. This is to help the judges understand more about your organisation. Please include details such as a brief history, primary role, any vision or mission statements, significant achievements and company ethos.

Agent of the Year (max. 1500 words per submission)

A Profile of the Winner:

The Agent of the Year is well known within the organisation for delivering excellence to customers and colleagues alike. They are committed, hard working, and inspirational to colleagues. The Agent of the Year is not just a likeable person but results oriented. Their performance and consistency is second to none. This results in the Agent of the Year having a reputation that permeates throughout the business and beyond. The agent of the year takes ownership for fine tuning their skills and acquiring new ones for the good of the organisation.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of high performance over a sustained duration that impacts on the organisation performance. 25%
2. Evidence of going above and beyond the call of duties within their role for the better of the organisation. 25%
3. Evidence of going above and beyond the call of duties to make their colleagues experience of work a positive one. 25%
4. Evidence of Professional Development. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Testimonials from stakeholders (Customers, Colleagues, Community)
- Performance related data as evidence of high performance
- Record of achievement, detailing personal development
- Details of any initiatives the individual has been involved with, the role, impact and outcome

Team Leader of the Year (max. 2000 words per submission)

A Profile of the Winner

The Team Leader of the Year is respected by team members and managers as a professional, inspirational and hard working individual. The Team Leader of the Year leads by example and puts the needs of their team before their own. This individual is not motivated by obtaining recognition for themselves but recognition for the team they lead. This individual is liked by their team but is also results oriented and has consistently performed to a high standard over the past year. The Team Leader of the Year takes ownership for fine tuning their skills and acquiring new ones for the good of the organisation.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of leading a team to achieve high performance over a sustained duration that delivers organisational objectives. 25%
2. Evidence of taking responsibility for the team and leading by example. 25%
3. Evidence of going above and beyond the call of duties to make their colleagues experience of work a positive one. 25%
4. Evidence of Professional Development of self and staff. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Testimonials from stakeholders (Customers, Colleagues, Team Members)
- Performance related data as evidence of high performance
- Record of achievement, detailing personal development
- Details of any initiatives the individual has been involved with, the role, impact and outcome

Trainer/Coach of the Year (max. 2000 words per submission)

A Profile of the Winner:

The North West Trainer/Coach of the Year is a professional trainer who applies best practice in learning theory to deliver training and development that achieves organisational objectives. The winner takes their role extremely seriously, training is meticulously planned and learning theory is applied with precision in order to get the best out of the people on the programmes. The winner delivers training programmes that are tailored to the individuals needs but also achieve departmental group objectives. This persons training programmes have made a difference not only to individual's career objectives and organisations but also participant's quality of life and outlook. The winner is not adverse to trying innovative new techniques to train and coach employees in a controlled environment.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of applying learning theory and the principles of education to the workplace. 25%
2. Evidence of tailoring training provision to address the needs of individuals. 25%
3. Evidence of making a difference to individual's lives. 25%
4. Evidence of achieving business objectives. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Testimonial from those being coached/trained and managers
- Where applicable evidence that supports the impact the person has had on strategic outcomes, team performance, colleagues, targets, efficiency and customer service levels
- Details of any initiatives the individual has been involved with, the role, impact and outcome
- Record of achievement, details of cases where this individual has turned results around and personal performance

Support Person of the Year (max. 2000 words per submission)

This award is for anyone in support roles, for example:

- HR
- Planners
- IT
- Facilities Management
- Catering

A Profile of the Winner:

This person makes the call centre work. The Support Person of the Year often goes unrecognised. This is largely because the quality of work and service they provide has no margin of error. They take ownership for their role and pride in their work. They are always friendly and willing to help as much as they possibly can. The winner is a professional and without their input the call centre just would not perform as well as it does.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of impacting on call centre performance. 25%
2. Evidence of impacting on individual's quality of work experience. 25%
3. Evidence of applying initiative and innovation in their role. 25%
4. Evidence of going above and beyond the call of duty. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Testimonials and examples demonstrating this individuals 'can-do' attitude
- Evidence of the significant contribution and the results achieved by this individual
- List any other reasons why he/she deserves to receive recognition

**Contact Centre Manager of the Year (under 50 seats)
(max. 2000 words per submission)**

A Profile of the Winner:

The Contact Centre Manager of the Year applies the principles of leadership and management to their role. They lead by example and disseminate the vision and ethics of the organisation to deliver an efficient yet equally effective service to the customers and organisation. The Contact Centre Manager of the Year is outstanding in every way. This individual leads a department which is deemed as a business strength not a cost centre. The winner is someone who understands that learning never ends.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Application of the principles and ethics of leadership. 25%
2. Evidence of successfully developing and implementing strategies that result in success. 25%
3. Evidence of impacting on the strategic objectives of the wider organisation. 25%
4. Evidence of continuous professional development of self and staff. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Contact Centre performance against KPI's such as staff/customer retention, sickness levels, customer service and targets
- Application of the ethics and principles that come with the responsibility of leading people
- Evidence of successfully implementing strategies that result in success
- Demonstrate strong leadership, the ability to overcome obstacles, manage change effectively and commitment to success.
- Testimonials from senior management and team members

Contact Centre Manager of the Year (over 50 seats) (max. 2000 words per submission)

A Profile of the Winner:

The Contact Centre Manager of the Year applies the principles of leadership and management to their role. They lead by example and disseminate the vision and ethics of the organisation to deliver an efficient yet equally effective service to the customers and organisation. The Contact Centre Manager of the Year is outstanding in every way. This individual leads a department which is deemed as a business strength not a cost centre. The winner is someone who understands that learning never ends.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Application of the principles and ethics of leadership. 25%
2. Evidence of successfully developing and implementing strategies that result in success. 25%
3. Evidence of impacting on the strategic objectives of the wider organisation. 25%
4. Evidence of continuous professional development of self and staff. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

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- Evidence of successfully implementing strategies that result in success
- Demonstrate strong leadership, the ability to overcome obstacles, manage change effectively and commitment to success.
- Testimonials from senior management and team members

Best Utilisation of Technology (max. 2000 words per submission)

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A Profile of the Winner:

The winning organisation demonstrates how technology can be used to achieve organisational benefits whilst complimenting employee skills to allow them to do their job with greater effectiveness and efficiency. The winning organisation demonstrates significant returns on the investment and incredible value for money. The winning organisation demonstrated excellence in implementation and integration of technology to ensure disruption on stakeholders was minimised.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of return on investment/value added to relevant stakeholders. 25%
2. Evidence of a business case to justify the technology/project investment. 25%
3. Evidence of consideration of the impact on key stakeholders. 25%
4. Evidence of the application of sound project management methods. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Evidence of a business case and succinct planning
- Evidence that the service has achieved efficiency gains or enhancements from implementation
- Evidence how the new technology has complimented the existing skills and abilities of the workforce
- Evidence of how the new technology was culturally integrated into the organisation
- Outline the support for users during the roll out and beyond

Best Outsourced Partnership (max. 2000 words per submission) New for 2009!

A Profile of the Winner:

This award is given to the client and outsourcer who have a highly successful, professional and outstanding business relationship with proven results. Entries are invited from the client or the outsourcer but it is anticipated that the nomination will be submitted jointly.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria:

1. Level of innovation used (Technology, communication, processes etc) 25%
2. Evidence of a positive Impact on the customer experience 25%
3. Evidence of success over a sustained period or the potential 25%
4. Evidence of value add to the partners 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Rational behind the programme
- Partnership involvement and engagement with stakeholders

These criteria are by no means exclusive, other successes/ benefits realised can and should be identified.

Best Avoidable Contact Programme (public sector) New for 2009! **(max. 2000 words per submission)**

By identifying customer contact that is 'avoidable', the public sector is better placed to redesign how services and information are made more accessible for their customers, so they do not have to make unnecessary, valueless contact which is both frustrating for the customer and inefficient for the local authority. Public Sector organisations as individual bodies or in partnership with others may nominate in this category.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria:

1. Level of innovation used (Technology and processes) 25%
2. Evidence of a positive impact on the wider organisation(s) 25%
3. Evidence of a positive Impact on the customer experience 25%
4. Impact on the Contact Centre 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Rational behind the programme
- Partnership involvement and engagement with customers
- Use of the resources saved
- Impact on the wider organisation

These criteria are by no means exclusive, other successes/ benefits realised can and should be identified.

**Best Customer Experience (max. 2000 words per submission)
New for 2009!**

A Profile of the Winner:

Experience is everything! The winning organisation of this award does not take its customers for granted and does not confuse customer profitability with customer loyalty. This company recognises that delivering a superior customer experience impacts on customer satisfaction, loyalty and ultimately commercial success. They treat customer interaction as a precious resource, valuing the role of CRM whilst developing their own capabilities to please customers again and again.

Assessment Criteria:

1. Evidence of an effective customer experience strategy in place with a clear vision. 25%
2. Able to demonstrate a proven track record of success. 25%
3. Entire company focussed on delivering the right experience through collaboration. 25%
4. Evidence of employee empowerment with relevant policies and tools to make the role of the agent a happy one, thus bringing you happy customers. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Tuned in to what your customers tell others.
- Continual development of capabilities.
- Core brand values reflected throughout the process.

Business in the Community Award (max. 2000 words per submission)

A Profile of the Winner:

The winning organisation has invested significant resources into community initiatives. The winning organisation took the ownership and leads to drive forward change and impact on the local area. The winning organisation has shown initiative coupled with innovation. The initiatives have had a considerable positive impact on community and employees alike. The winning organisations employees have reached out and made a difference to individuals whom would not usual interact with the organisation.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of innovation in corporate social responsibility and or community and organisation partnerships. 25%
2. Evidence of significant planning to understand the localised challenges the wider community faces. 25%
3. Evidence of impact on the local community. 25%
4. Evidence of impact on the organisation and interpersonal impact from the participants who were involved from the organisation . 25%

The judges will be looking for:

- The commitment of the organisation to community involvement
- The commitment of staff to community involvement
- Impact of the actions undertaken
- Reputation of the organisation within the local community
- Involvement in local/ regional/ national partnerships

**Team of the Year (max. 25 team members)
(max. 2000 words per submission)**

A Profile of the Winner:

The winning team demonstrate group IQ. They work together in coordination not competition. The winning team are all dedicated to the cause and share a combined strategy and purpose to achieve it. The winning team recognise the roles of individuals and ensure individuals achieve their personal objectives as well as the teams overall objective.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence how the team members exemplify true team spirit. 25%
2. Evidence of team oriented situation/problem, actions taken and achievement of goals. 25%
3. Evidence how the team members do their personal best to continually achieve success, meeting and surpass customer (internal and/or external) expectations. 25%
4. Evidence of high performance that would be unachievable by a single individual approach. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Evidence that the individuals are a team and not just a group of people.
- Evidence how the team members do their personal best to continually achieve success, meeting and surpassing customer (internal and/or external) expectations
- Details of how the team support each other, and the organisation at large
- Demonstrate how the team has worked together to overcome any challenges, being innovative and resourceful

Contact Centre of the Year (Under 50 seats)

(max. 2000 words per submission)

This award is open to public and private sector contact centres.

A Profile of the Winner:

The winning call centre is a centre of excellence. It provides a high quality service to customers and colleagues and is held in the highest regard as a value adding department within the overall organisation. The winning centre has a clear vision that is aligned to organisational objectives and a set of values that guide the decisions and behaviours of all personnel. This call centre has very low attrition and absence and morale levels that indicate the call centre is an 'employer of choice' within the local community.

The winning centre is always striving for excellence and regularly benchmarks its processes and practices to identify areas of improvement.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of positively impacting on the strategic objectives of the organisation. 25%
2. Evidence of low barriers to high performance such as attrition, absence and a high morale. 25%
3. Evidence of a high quality service to key stakeholders. 25%
4. Evidence of continuous development through benchmarking and education/training. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Strong leadership from management, full team involvement and commitment, and liaison with other functions within the business
- Commitment to quality customer service
- A people orientated centre where the centre is a pleasure to work, including an effective recruitment strategy, training and coaching programme, staff development opportunities, culture and an uplifting ambience to the working environment
- A clear insight into the overall strategy behind the contact centre, its functions, interactions with other departments and how it contributes to the overall success of your organisation
- Customer and staff satisfaction, measures, targets and results

Contact Centre of the Year (over 50 seats) Public (max. 2000 words per submission)

The category is for publicly funded contact centres and includes help lines, emergency services and central and local government contact centres.

A Profile of the Winner:

The winning public sector call centre is a centre of excellence. It provides a high quality service to customers and colleagues and is held in the highest regard as a value adding department within the overall organisation. The winning centre has a clear vision that is aligned to organisational objectives and a set of values that guide the decisions and behaviours of all personnel. This call centre has very low attrition and absence and morale levels that indicate the call centre is an 'employer of choice' within the local community.

The winning centre is always striving for excellence and regularly benchmarks its processes and practices to identify areas of improvement.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of positively impacting on the strategic objectives of the organisation. 25%
2. Evidence of low barriers to high performance such as attrition, absence and a high morale. 25%
3. Evidence of a high quality service to key stakeholders. 25%
4. Evidence of continuous development through benchmarking and education/training. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Strong leadership from management, full team involvement and commitment, and liaison with other functions within the business
- Commitment to quality customer service
- A people orientated centre where the centre is a pleasure to work, including an effective recruitment strategy, training and coaching programme, staff development opportunities, culture and an uplifting ambience to the working environment
- A clear insight into the overall strategy behind the contact centre, its functions and how it contributes to the overall success of your organisation
- Customer and staff satisfaction, measures, targets and results

Contact Centre of the Year (over 50 seats) Private (max. 2000 words per submission)

This award is open to private sector centres and outsourcers.

A Profile of the Winner:

The winning call centre is a centre of excellence. It provides a high quality service to customers and colleagues and is held in the highest regard as a value adding department within the overall organisation. The winning centre has a clear vision that is aligned to organisational objectives and a set of values that guide the decisions and behaviours of all personnel. This call centre has very low attrition and absence and morale levels that indicate the call centre is an 'employer of choice' within the local community.

The winning centre is always striving for excellence and regularly benchmarks its processes and practices to identify areas of improvement.

Assessment Criteria: The application will be assessed on your ability to fulfil the following criteria.

1. Evidence of positively impacting on the strategic objectives of the organisation. 25%
2. Evidence of low barriers to high performance such as attrition, absence and a high morale. 25%
3. Evidence of a high quality service to key stakeholders. 25%
4. Evidence of continuous development through benchmarking and education/training. 25%

When assessing the application against the application criteria. The judges will be looking for the following evidence:

- Strong leadership from management, full team involvement and commitment, and liaison with other functions within the business
- Commitment to quality customer service
- A people orientated centre where the centre is a pleasure to work, including an effective recruitment strategy, training and coaching programme, staff development opportunities, culture and an uplifting ambience to the working environment
- A clear insight into the overall strategy behind the contact centre, its functions and how it contributes to the overall success of your organisation
- Customer and staff satisfaction, measures, targets and results

Additional Information

If you would like further information or would like to discuss your application, please contact a member of the events team on 0845 402 2303, or email events@callnorthwest.org.uk who will be happy to help!