



## The 2<sup>nd</sup> Annual North West Call and Contact Centre Awards 2007

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).

### Judging Criteria

Each submission will be judged in accordance with the following guidance.

GRADE/ SCORE RANGE	REQUIREMENT
★ 0-20	There is no information or evidence provided or the link is unclear in relation to the category.
★★ 21-40	There is some information provided and there is a relationship with the category.
★★★ 41-60	Clear information, some of which is supported by evidence and there is a relationship with the category.
★★★★ 61-80	A good range of information is provided, most is substantiated with evidence and the relationship with the category is clear.
★★★★★ 81-100	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.

### Awards Workshop – Thursday 21<sup>st</sup> June, 2007

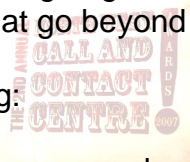
This year sees the introduction of the Awards Workshop. The purpose of the workshop is to support and guide all the entrants through the process and will provide an opportunity to hear from past winners, judges and the organisers. For further details and to book your place, visit [www.callnorthwest.org.uk/events](http://www.callnorthwest.org.uk/events)

## Agent of the Year

The person is probably well known within your organisation and with your customers. They stand out as an individual who achieves results. They consistently overcome obstacles and inspire, motivate, assist others and are willing to go the extra mile. They are active in supporting corporate or social agendas that go beyond the requirements of their job description.

The judges will be looking for the following:

- Testimonials from colleagues, customers and managers
- Impact on the organisation, internal/external customers
- Record of achievement, detailing excellence in efficiency and personal performance
- Details of any initiatives the individual has been involved with, the role, impact and outcome

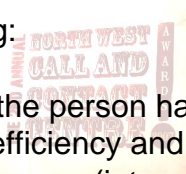


## Team Leader of the Year

This person will not only have an excellent record as an individual but more importantly will have made a significant impact on the performance of their team. They consistently overcome obstacles and inspire, motivate, assist others and are willing to go the extra mile. This person will manage proactively and cope well when external factors, new challenges and change.

The judges will be looking for the following:


- Evidence that supports the impact the person has had on strategic outcomes, their team performance, colleagues, targets, efficiency and customer service levels
- Testimonials from colleagues, customers (internal and/or external) and managers
- Record of achievement, detailing career path, significant milestones and personal performance
- Details of any initiatives the individual has been involved with, the role, impact and outcome



## North West Trainer/Coach of the Year

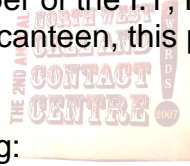
Training and coaching is a crucial element and support mechanism for the call/contact centre. This person will have positively impacted on many people and is likely to have been involved in innovations and initiatives that have impacted overall business performance. This person will have succinct knowledge of learning theory and be able to display how they have created and delivered training that is centralised around good practice.

The judges will be looking for the following:

- 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
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## Support Person of the Year

This person is someone who deserves recognition for the support he/she provides to the call/contact centre. Whether it be a member of the I.T, Human Resources, logistics, operations team or even someone who works in the canteen, this person will always go the extra mile to help others and the business.



The judges will be looking for the following:

- 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

The Contact Centre Manager who wins this award will be outstanding in every way. They will be successful in ensuring the organisation meets and exceeds customer expectations, be it in a sales or service environment. They will lead by example, instilling a positive, 'can do' attitude that radiates out across the whole centre. They will also have to demonstrate an understanding of how their role impacts on the strategic outcomes of the organisation. Ultimately they are a professional who empowers all parts of the contact centre to achieve their potential.

The judges will be looking for the following:

- Contact Centre performance against KPI's such as staff/customer retention, sickness levels, customer service and targets
- Blue Sky thinking that results in innovativeness and best practice
- Evidence of a clear vision and strategy that demonstrates innovative practices that improves overall performance
- Demonstrate strong leadership, the ability to overcome obstacles, manage change effectively and commitment to success.
- Testimonials from senior management and team members



## **Team of the Year (max. 25)**

A team in this sense is a unit with a common purpose through which they develop mutual relationships for the achievement of overall goals and tasks. The team will be able to demonstrate a co-operative and co-ordinated effort, working together in the interests of their common cause.

The judges will be looking for the following:

- 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
- Evidence how the team members exemplify true team spirit

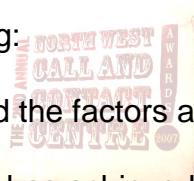


## Best Implementation of Technology

Maximising operational service performance is fundamental to producing the best return from any technology investment. The winning entry in this category will reflect the return on investment for introducing the technology rather than the size of the investment. The results will reflect the planning and preparation, the attention to details and the ability of the design and implementation teams to consider the needs of those it impacts upon i.e. agents, managers, customers.

The judges will be looking for the following:

- Describe the transition process and the factors and considerations for minimising impact on the business
- Provide evidence that your service has achieved efficiency gains or enhancements from implementation
- Evidence how the new technology integrated with existing technology infrastructure and systems
- Evidence of how the new technology was culturally integrated into the organisation
- Outline the support for users during the roll out and beyond

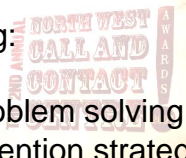


## Best Practice in Retention

Retention is one of the most challenging aspects of operating quality call and contact centres. The centre that wins this award will have realised that retention impacts on quality delivered to customers as well as profitability. To have been successful in impacting on and reducing attrition, the centre will have procedures, policies, a working environment and a recruitment policy that all work towards achieving wide-scale improvement in retaining people. As a result the winner will be able to evidence the impact on customer service and profitability.

The judges will be looking for the following:

- Unique approaches to retention problem solving
- Identify the fundamentals of the retention strategy, detailing the issue, the action and the result
- Measures of retention rates before and after demonstrating the impact of the retention strategy
- Details of the impact on the centres key measures including financial savings and service improvements, as a result of implementing the retention strategy
- Testimonials from those positively affected by the changes



## North West Contact Centre of the Year (Under 50 seats) *Sponsored by:*

In 2007 this award is open to public and private centres and outsourcers. The factors that make this centre special will include a focus on staff at all levels, demonstrate a commitment to the customer, strategic importance and ensure that the performance and objectives of the Contact Centre are in line with the organisation's goals. Please include photographs depicting the centre (6 max).

The judges will be looking for the following:



- 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



## North West Contact Centre of the Year (over 50 seats)

In 2007 this award is open to public and private centres and outsourcers. The factors that make this centre special will include a focus on staff at all levels, demonstrate a commitment to the customer, and ensure that the performance and objectives of the Contact Centre impact on the organisation's strategy. Please include photographs depicting the centre (6 max).

The judges will be looking for the following:



- 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



## **North West Contact Centre of the Year (overall)**

No specific entries for this category will be considered. All short-listed entrants will be eligible and considered for the award. The overall winner will have demonstrated a commitment to achieving excellence across all areas of the business and in all of the relevant award categories. The overall winner will possess unique competencies that results in an individual business approach.



## Best Training Programme

This award is for the organisation that has clear policies and procedures that ensure investment in staff training and development is maximised both to the advantage of staff and the organisation. The organisations practices will be based on best practices and contemporary learning and development theories. It is open to both public and private contact centres, and outsourcers and is not dependant on the size of contact centre.

The judges will be looking for the following:

- Evidence of a transparent appraisal and performance strategy which promotes the opportunity for planned individual staff development
- Evidence of new initiatives in staff training either through the use of technology to support learning or as a planned programme of learning and staff development
- Evidence of Continuing Professional Development for staff involved in training, mentoring and coaching
- Detailed and visible career plans and skill progression
- Testimonials, or samples of evaluations from colleagues/managers on the impact of effective training on motivation and customer focussed efficiency

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## Additional Information

If you would like further information or would like to discuss your application, please contact a member of the awards events team on 0870 7879311, who will be happy to help.