

### **Post Award Review**

29th January 2015 (Thursday)

Sunway Pyramid Convention Centre
Level CP4
Anukis & Isis





**OF MALAYSIA** 

- 2014 Award Review
- 2014 Award Process
- 2014 Organizer Feedback Summary
- 2014 Judges Feedback Summary
- 2014 Participants Feedback Summary
- What's new in 2015?



## 2014 Award Review





Year	Individual Award	Corporate Award	Prestige Award	New Award	Total Entries
2012	361	121	9	-	491
2013	220	73	4	-	297
2014	199	87	4	62	352



## C E New Award Categories

Award category	Number	Remarks
Corporate Award	6	Best of Contact Centre by Industry
Individual Award	Mainly for People Category & WF/QA	

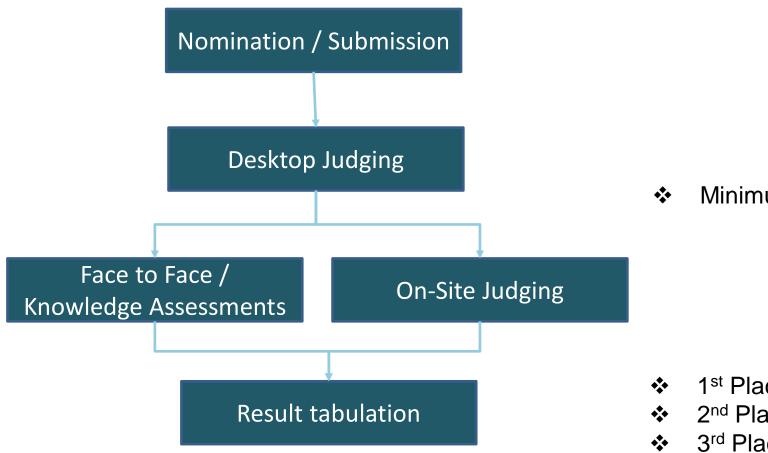


# 2014 Award Process





#### **Award Process & Qualifier**



Minimum scoring 50

- 1st Placing 70% and above
- 2<sup>nd</sup> Placing 60% and above
- ❖ 3<sup>rd</sup> Placing 50% and above



## 2014 Organizer Feedback





Stages	Challenges	
Nomination	Not familiar with system Not prompt payment	
Submission	System issues Nomination candidates changes	
Face to Face Judging & Site Visit	Resources scheduling	
Audit Process	Unable to get right personnel for verification	



## 2014 Judges Feedback





## C E Feedback by Stages

Stages	Judges comment
Submission Forms	<ul> <li>Understand the requirement of the question and answer to the questions</li> <li>Focus on the strength</li> <li>Answers should be short, concise and right to the point</li> <li>Highlight your differentiator</li> </ul>
On-site judging	<ul> <li>Only people that represent the category to present/deliver during the process</li> <li>Be prepared. You need to know what you submit</li> </ul>



#### **General Feedback**

#### Judges comment

- Quality of submissions has improved
- Some company has shown positive improvement
- Need to start looking into incorporating digital media and self service strategies
- Incorporating technologies
- Multimedia application Social Media, mobile internet
- Human Capital
- Customer experience & Process improvement
- People & Customer Centric
- Service KPIs adjust according to industry development eg.
   Consumer behavioural change, competition



#### Advice to win awards

#### **Judges comment**

- Stick to the topic
- Promote yourself/achievements, distinguish yourself
- Be prepared and keep to topic
- Think of how to stand out from the rest
- Do not lose sight of the primary role of Customer Experience
- Plan your presentation
- Manage your time effectively
- Be yourself, Be passionate in what you do
- Positive mindset of continuous improvement
- Descriptive and articulate. No grandmother story
- Understand the rational behind each "Value" and relevance impacts



### 2014 Participants Feedback





#### **Feedbacks**

- Location of the judging
- Clear communication and sufficient lead time for scheduling
- Invigilator introduction too long
- Co-ordination and presentation during the award ceremony
- Transparency of scores and judging process



# What's New in 2015





- ACE is looking to raise the industry benchmark for all award categories.
- Streamlining all the award category according to industry benchmark.
- Process improvement and timeline management.
- Increase the usage of technology in award process.



New RULES and REGULATIONS to be enforced for 2015 entries: -

- Open to all members only.
- Membership have to be valid for the current calendar year of the entry.
- All award process would have to be adhered according without any exception to ensure fairness to all participants.

Starting from 2016 onwards, all award participating individual and company need to be a member of ACE for a minimum term of 12 months.

18



## Thank you.