

Post Award Review

29th January 2015 (Thursday)

Sunway Pyramid Convention Centre
Level CP4
Anukis & Isis



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2014 Award Review



Award Entries

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

New Award Categories

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

2014 Award Process



Nomination / Submission

Desktop Judging

Face to Face /
Knowledge Assessments

On-Site Judging

Result tabulation

❖ Minimum scoring 50

❖ 1st Placing – 70% and above

❖ 2nd Placing – 60% and above

❖ 3rd 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



Stages	Judges comment
Submission Forms	<ul style="list-style-type: none">• Understand the requirement of the question and answer to the questions• Focus on the strength• Answers should be short, concise and right to the point• Highlight your differentiator
On-site judging	<ul style="list-style-type: none">• Only people that represent the category to present/deliver during the process• Be prepared. You need to know what you submit

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

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 rationale 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.

ACE

ASSOCIATION OF
CUSTOMER EXPERIENCE INDUSTRY
OF MALAYSIA

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Thank you.