

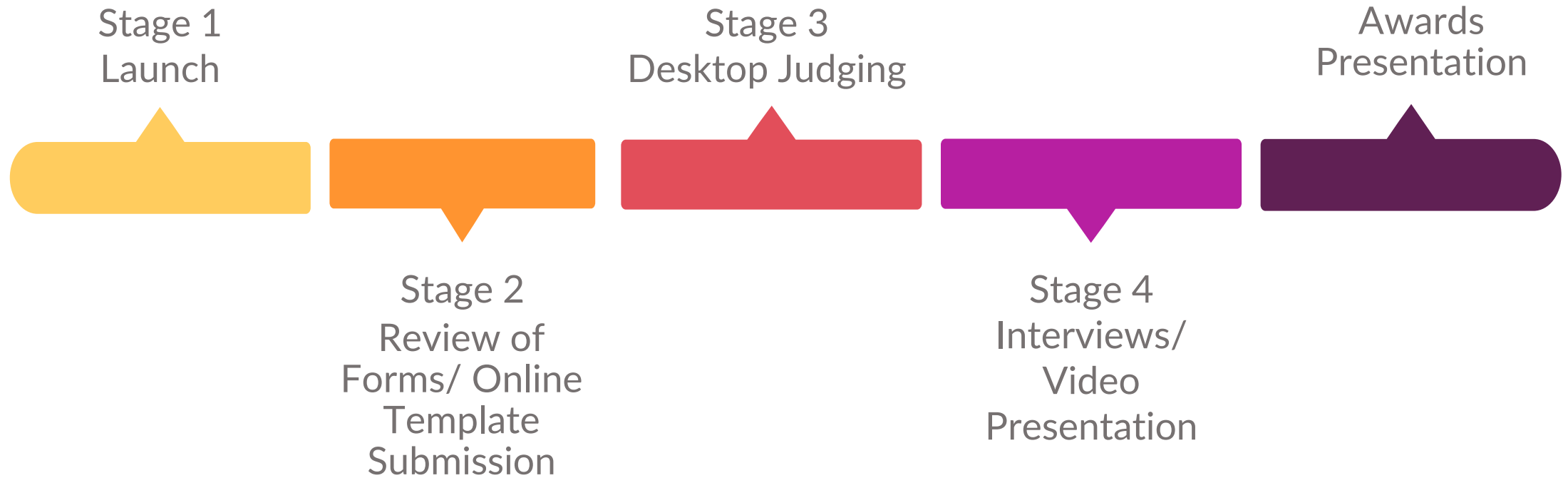


POST AWARDS BRIEFING

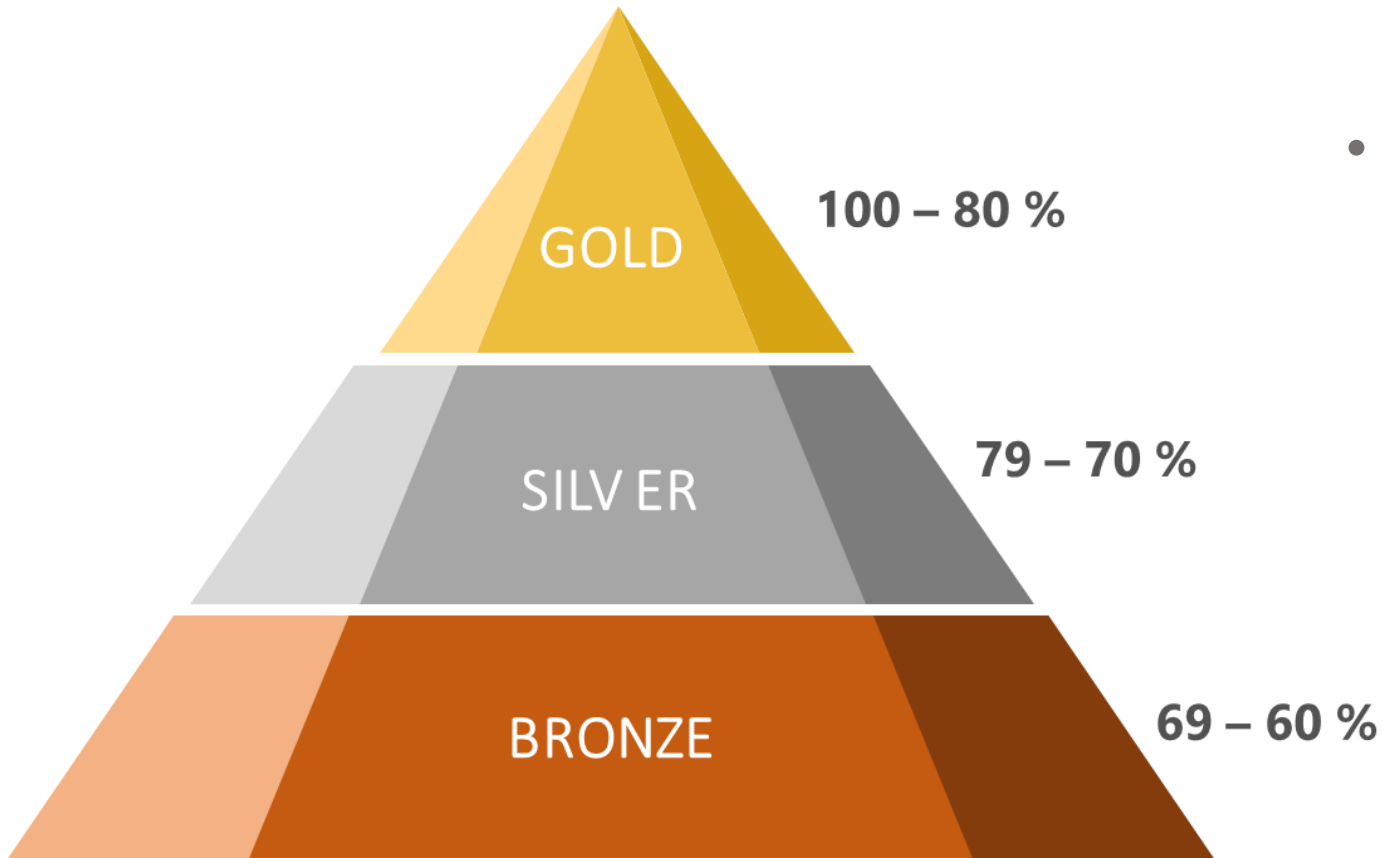
S. Thilakavathi | Mary Nair

25th November 2021

Process - Recap



Guidelines



- The Gold, Silver and Bronze awards are allocated based on the score range achieved.
- However, the awards are distributed to the submissions with the 3 highest scores

Highlights



- Total 199 submissions – both corporate and individual
- All submissions were submitted in a timely manner
- Overall quality of submissions improved from last year
- However standard of the awards have gone up as well
- Both local and international judges involved in both categories

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A review of the Individual Category

What the data tells us.....

- Standards were stringently measured
- High score in Desktop + High score in F2F = winning entry

Awards	Number of Winners
Gold	83%
Silver	100%
Bronze	83%

Best Contact Centre Manager (Under 100 seats)



Definition

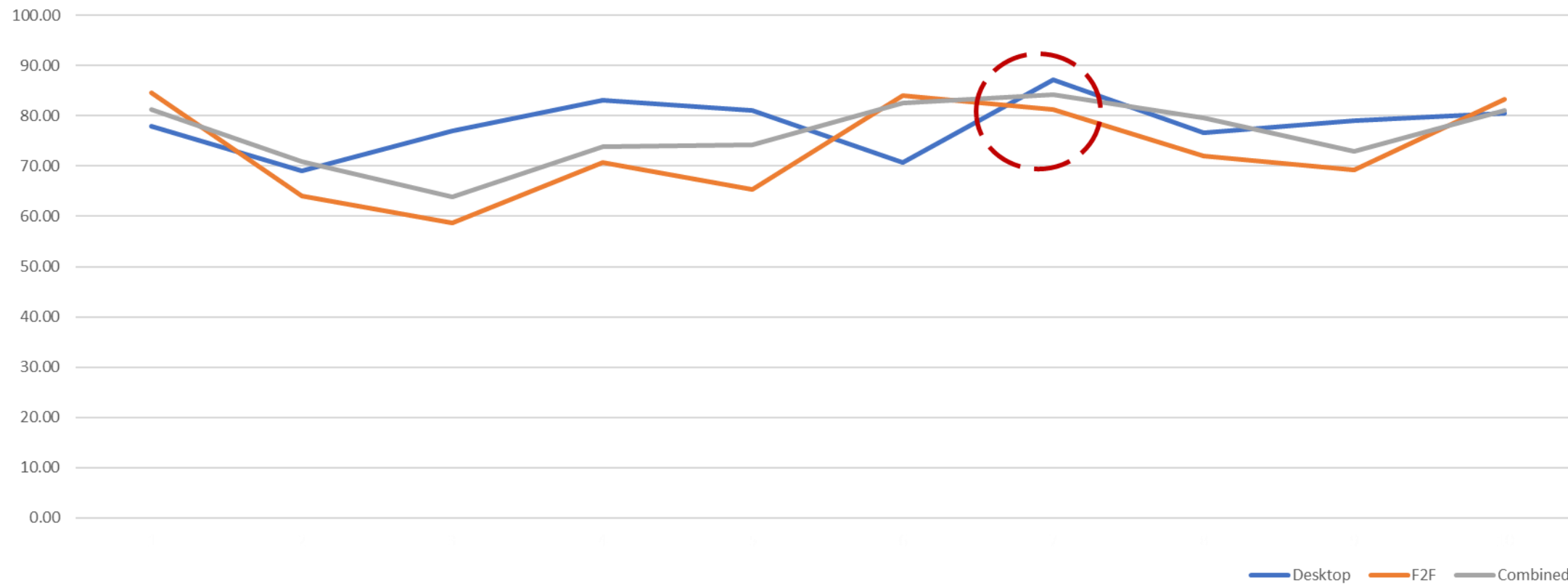
- This award will be conferred to contact centre manager, who has been in the capacity for at least 12 months between January 2020 to December 2020.
- The job titles may include Call Centre Manager, Operations Manager, Customer Service Manager, Service Centre Manager or similar

Qualifying Criteria

- For under 100 seats, the Manager may have agents reporting directly in case there are no team leaders
- For over 100 seats, the Manager should have team leaders or supervisors reporting to him/her

Best Contact Centre Manager (Under 100 seats)

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Best Contact Centre Professional (Above 100 seats)



Definition

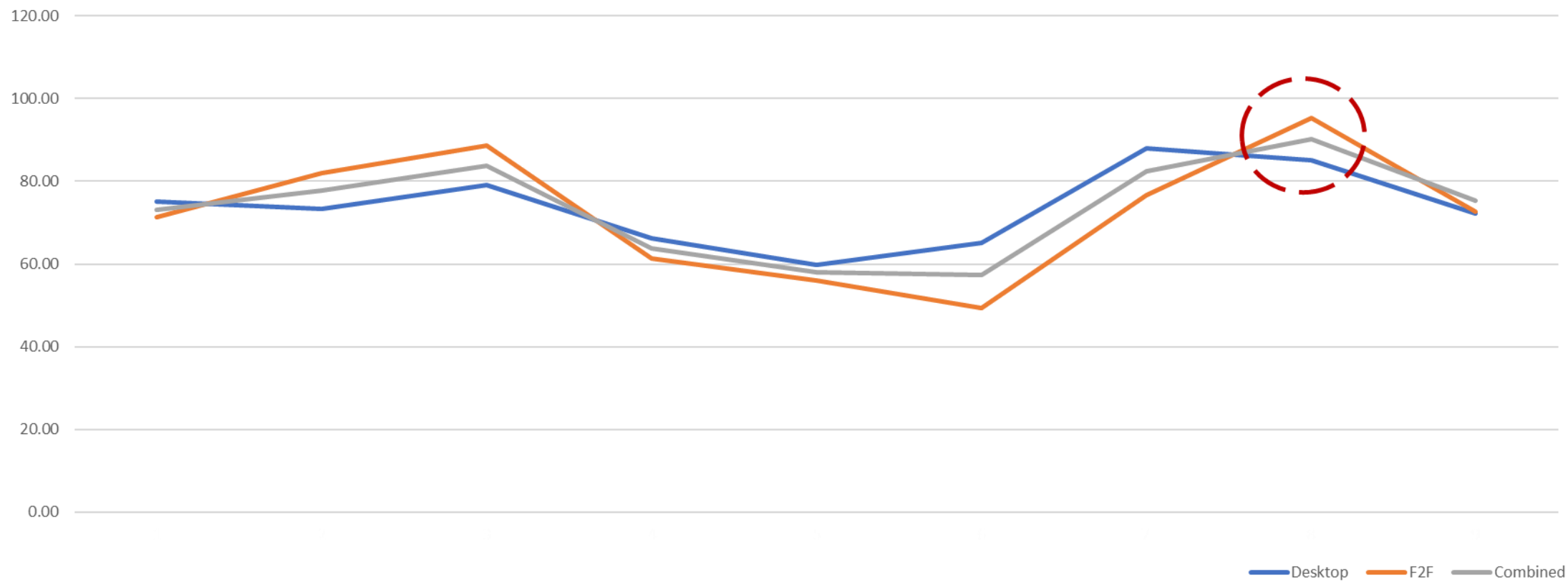
- This award will be conferred to the contact centre professional, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Customer Representative, Customer Service Officer, Helpdesk Analyst, Agent or similar titles

Qualifying Criteria

- The Contact Centre Professionals should primarily deal with handling customer interactions

Best Contact Centre Professional (Above 100 seats)

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Best Contact Centre Professional (Under 100 seats)



Definition

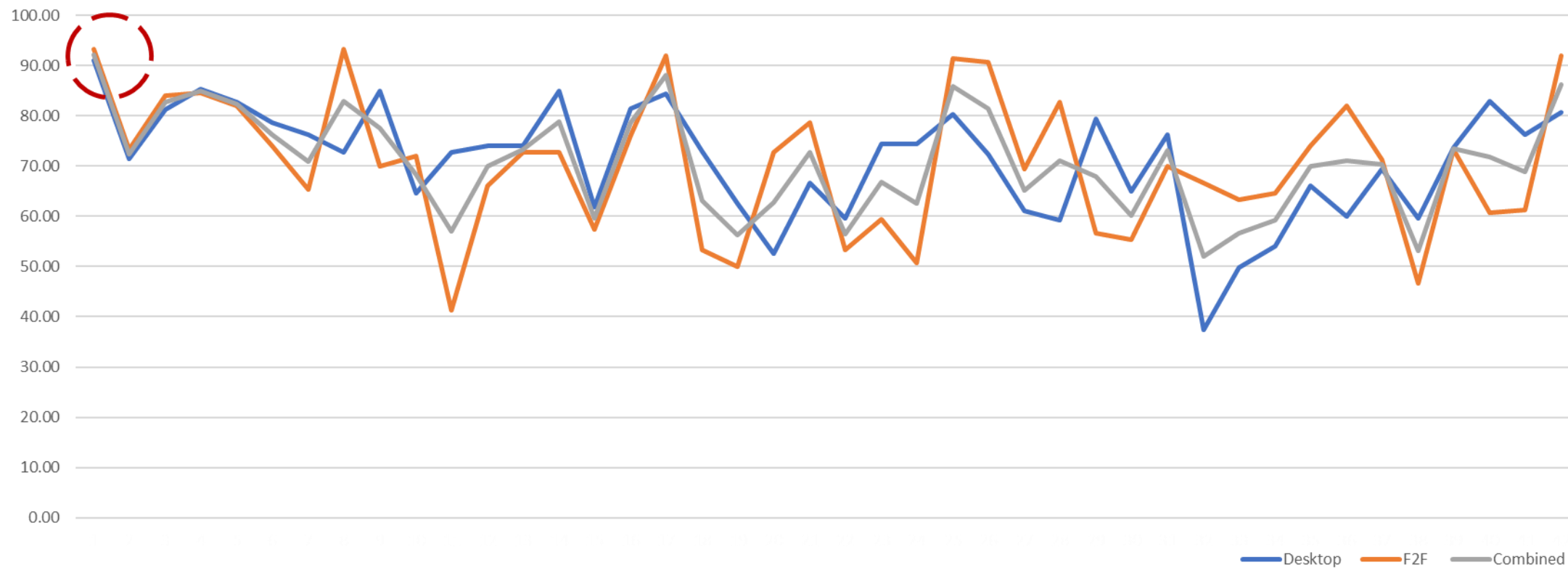
- This award will be conferred to the contact centre professional, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Customer Representative, Customer Service Officer, Helpdesk Analyst, Agent or similar titles

Qualifying Criteria

- The Contact Centre Professionals should primarily deal with handling customer interactions

Best Contact Centre Professional (Under 100 seats)

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Best Contact Centre Sales Specialist (Open)



Definition

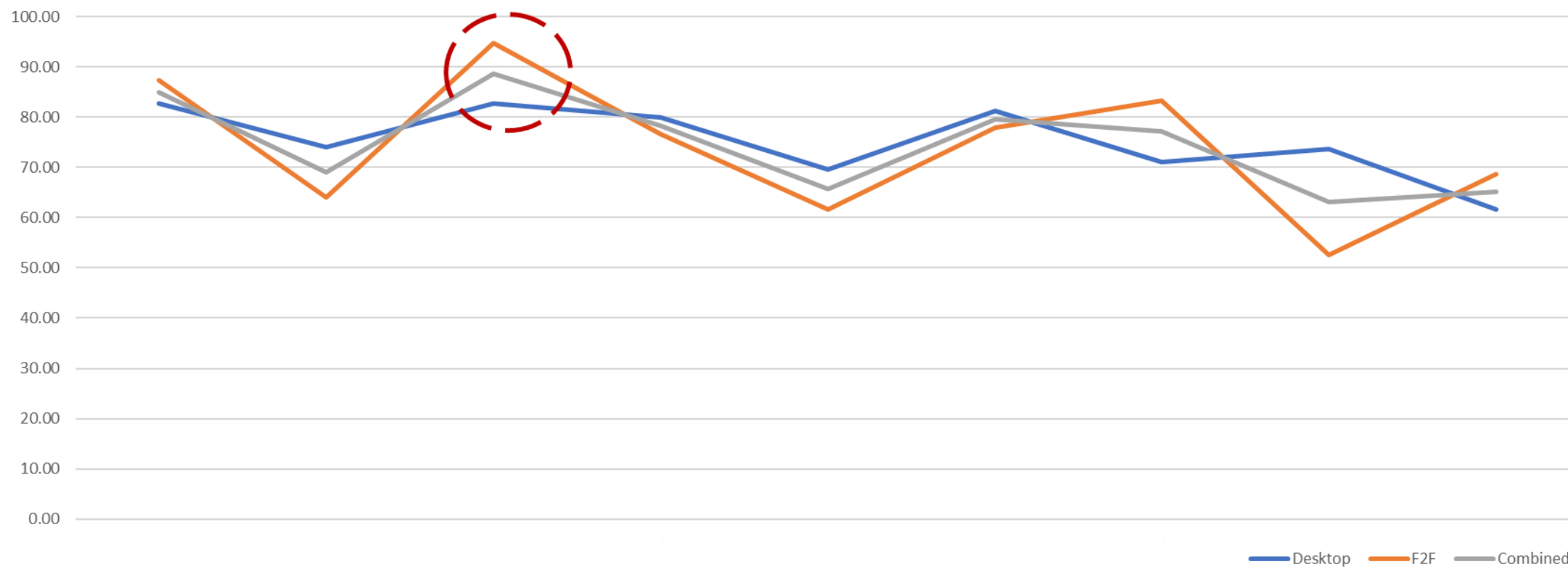
- This award will be conferred to the contact centre sales professional, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Sales Representative, Customer Service Officer, Telemarketer, Agent or similar titles

Qualifying Criteria

- The Sales Specialist should primarily deal with outbound telemarketing activity including telesales or marketing campaigns

Best Contact Centre Sales Specialist (Open)

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A review of the Corporate Category

What the data tells us.....

- Standards were stringently measured
- High score in Desktop + High score in F2F = winning entry

Awards	Number of Winners
Gold	38%
Silver	10%
Bronze	85%

Best Digital Innovation Award



Definition

Presented to the centre that presents the most effective digital innovation in order to enhance the overall customer experience, increase agent efficiency, and improve conditions for the workforce.

Nomination Guidelines

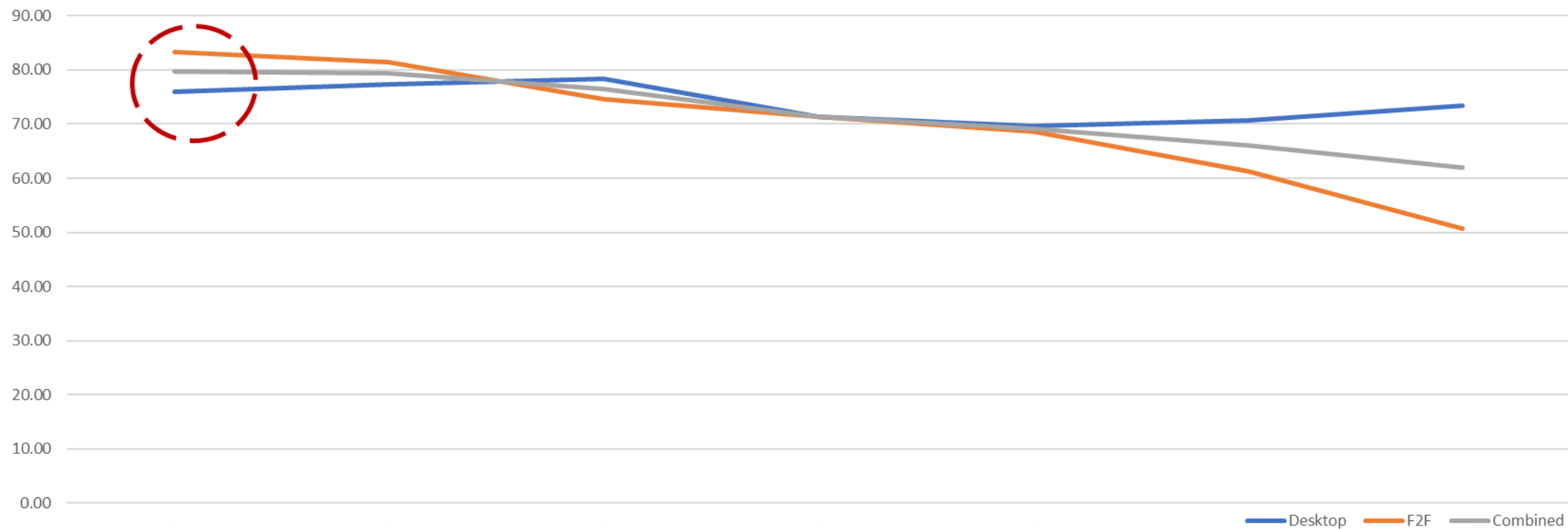
- The technology innovation or adoption may be via vendor or internal talent.
- Open to contact centres irrespective of the size and nature of business
- No limit on number of submissions

Measuring Criteria

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

Best Digital Innovation Award

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Best Outsourced Inbound Contact Centre (Above 100 Seats)



Definition

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

Nomination Guidelines

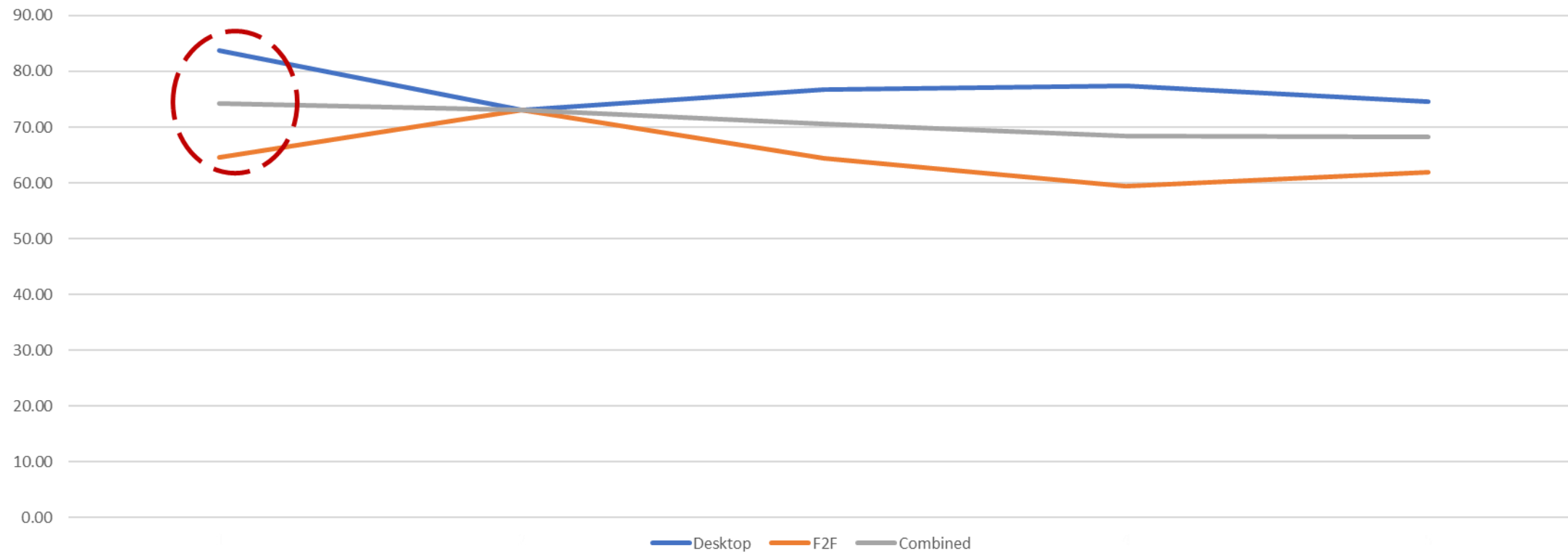
- Choice of submitting either in the category of <100 seats or >100 seats
- Inbound and Outbound to be decided by a major activity (80% as a thumb rule)

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

Best Outsourced Inbound Contact Centre (Above 100 Seats)

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Best New Contact Centre – New Project < 24th months



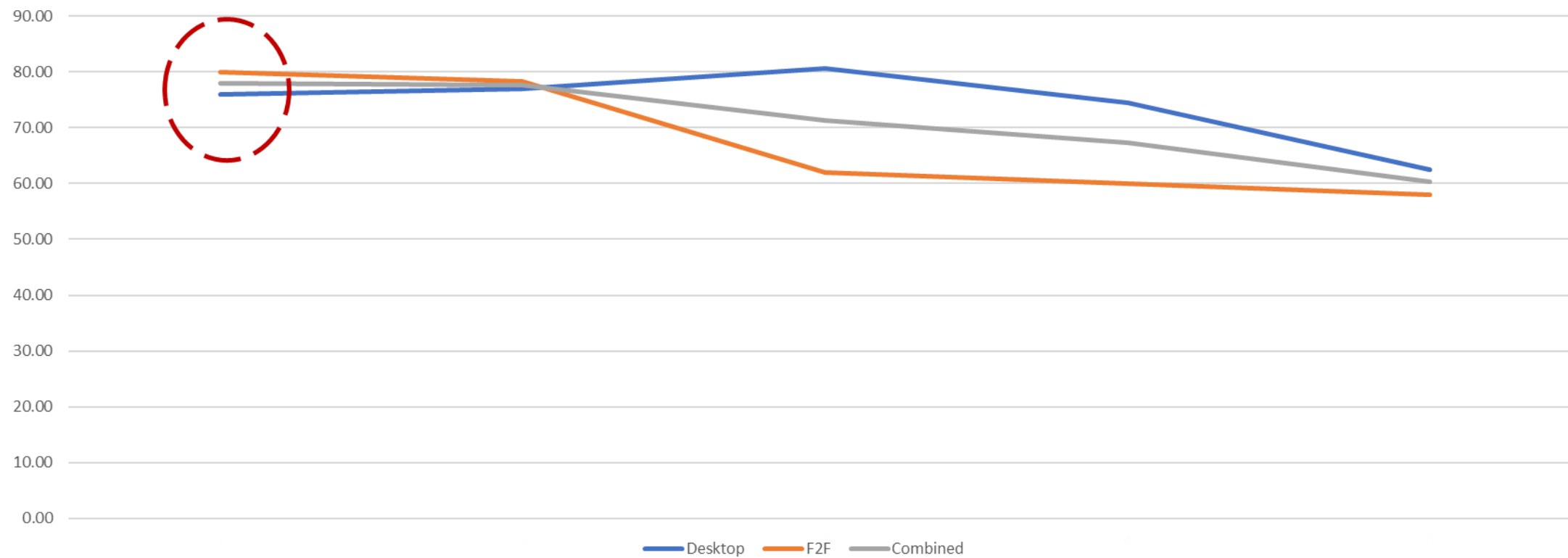
Judging Period January 2019 to December 2020

Definition	Nomination Guidelines	Measuring Criteria
<p>This award will be conferred to the contact centre that has demonstrated best in class process, resource management and implemented strategies that are centric to the needs of customer and clients.</p>	<ul style="list-style-type: none">• This must be an entirely new set up or new business migrated over to current operations• Open to all contact centre that has been in operation for less than 24 months• No limit on number of submissions	<ul style="list-style-type: none">• 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



Best New Contact Centre – New Project < 24th months

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Best In-House Inbound Contact Centre (Under 100 Seats)



Definition

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

Nomination Guidelines

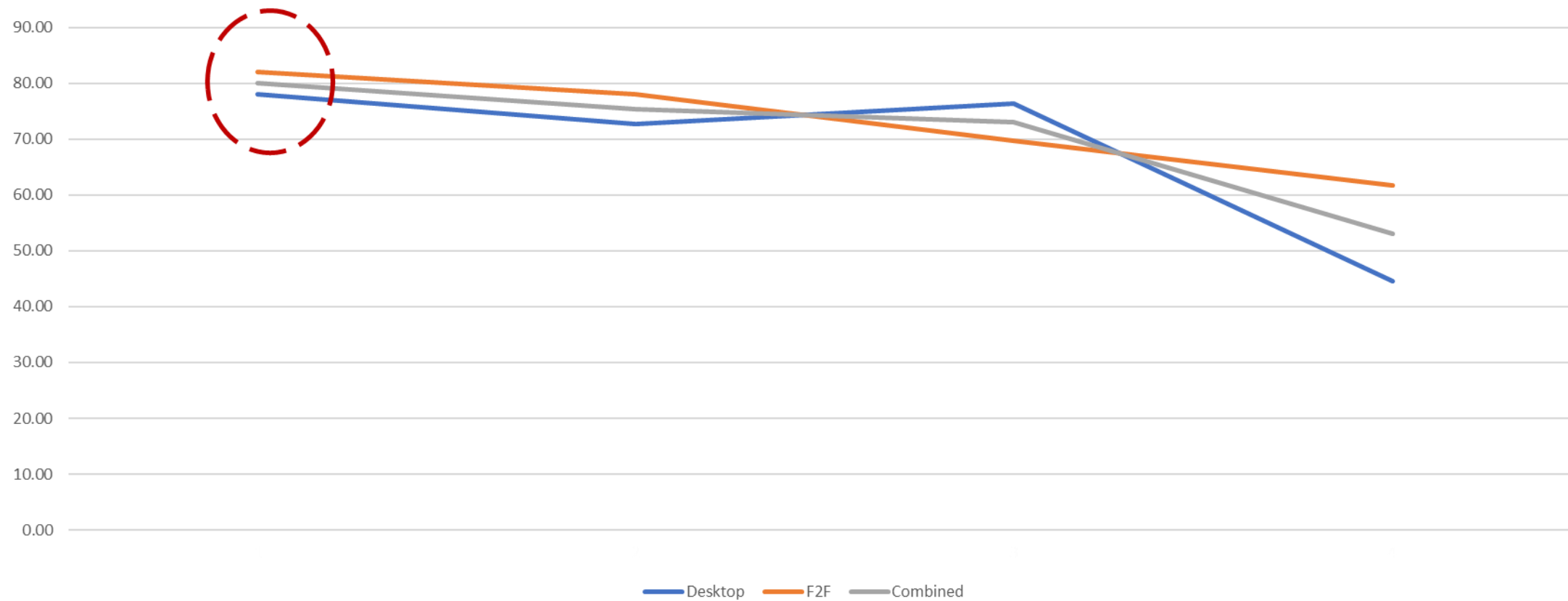
- Choice of submitting either in the category of <100 seats or >100 seats
- Inbound and Outbound to be decided by a major activity (80% as a thumb rule)

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

Best In-House Inbound Contact Centre (Under 100 Seats)

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Areas of improvement



- Repetitive information provided
- Copy and paste from one submission to another
- Irrelevant data submitted – out of the evaluation period
- Questions not answered in full or not answered at all
- Answers provided not relevant to questions asked

What to anticipate for next year



- Early bird registration incentive
- Revised categories
- Revised templates
- Transparent evaluation and scoring methods

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Thank you