

# 2015 CCAS Awards Call for Entry

## BRIEFING

**Stamford Low**  
Awards Chairman

**Wednesday, 14<sup>th</sup> January 2015, 11:30 AM**

# AWARDS Sponsors

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# What is the Same?

- Online Judging Portal (we are now 100% Green!)
  - Submission of common data is done via online judging portal (Corporate)
  - Submission of ppt (PDF) is also through the online judging portal
- Judging Process
  - Scheduled appointment to be evaluated by judges in a centralized venue
  - No additional ppt or materials to be used
- Feedback Report for Corporate Categories
  - Feedback report (optional) was well received in 2013 and 2014. We showed key contact center data and provided comparison of participant's score vs the average vs the maximum for each section vs prior year averages.
  - We will provide industry trending data in the 2015 report. All Corporate entries must provide data for the report. No participant or specific industry data will be shown.

# What is New?

- **Best Social Media Customer Service Contact Centre (under Corporate)**
  - Contact centres which demonstrate excellence in management of the social media channel for customer service leading to improved end-to-end multi-channel customer experience, thereby ensuring a high level of customer satisfaction. In this category, only the named Programme/Section which is a sub-unit of the main Contact Centre is considered to be in-scope.

# What is New?

- **Best Contact Centre Support Manager of the Year**
  - The applicant's responsibility involves the strategic development and tactical planning of the support departments under the contact centre. Specific areas of responsibility may include training, quality assurance, WFM etc. The applicant would have people management responsibilities and report to the contact centre leader and the applicant's job title may include: Support Manager, Training Manager, WFM Manager, Quality Assurance Manager or similar.
  - Note :
    - For the Trainer and Quality Assurance categories, only non-Managers qualify.
    - Managers of the Training and/or Quality Assurance departments now participate in this new Support Manager category.

# What has changed?

- **Scope for Individual Category: Best Contact Centre Team Leader of the Year**
  - The scope for Best Contact Centre Team Leader of the Year has been revised to cover that of the entire Contact Centre. Please note that this category will not be based on the number of staffs reporting to the Team Leader. It will be defined as the number of seats within the Contact Centre.
- **No Mystery Shopper for Corporate Categories**
  - We will not be incorporating the Mystery Shopper Assessment into the Corporate Categories for 2015's Awards. However we are in the midst of revamping this portion and will be reinstated in the 2016 Awards.
- **No Skills Assessment for Individual Categories**
  - We will not be continuing with the Skills Assessment for Individual Categories for 2015's Awards. However, we are also in the midst of revamping this portion to add more value to the participants and will be reinstated in the 2016 Awards. .

# Clarity in entity

- Difference between Company/Member and Participating Entity
  - Entire Contact Centre is in-scope for the following categories
    - Best In-House Contact Centre
    - Best Outsourced Contact Centre
    - Most Innovative Productivity Solution
    - Best Contact Centre Employee Recruitment &/or Retention Programme
    - Best Customer Experience Delivered
    - Best Contact Centre Support Manager of the Year
    - Best Customer Service Professional of the Year
    - Best Contact Centre Trainer of the Year
    - Best Contact Centre Quality Assurance Specialist
    - Best IT Infrastructure Support Specialist
    - Best Human Resource Support Specialist
    - Best Contact Centre Team Leader of the Year

# Clarity in entity

- Difference between Company/Member and Participating Entity
  - Only Programme/Section is In-Scope
    - Best In-House Programme/Section Contact Centre
    - Best Outsourced Programme/Section Contact Centre
    - Best Social Media Customer Service Contact Centre
  - Entire or Programme/Section centre is In-Scope
    - Best Contact Centre Manager of the Year

**For every category, the entity must be named / identified**



# Example

- **Contact Centre Manager works in a 200 seater at XZY company contact centre and is in-charge of the billing section and has 60 staff reporting to her.**
  - **She participates in Best CC Manager category**
    - The correct sub-category is : 20-100 seats
    - The correct entity name : Billing section of XYZ Company
  - **Her boss who runs the entire centre participates in Best CC Manager category**
    - The correct sub-category is : Above 100 seats
    - The correct entity name : XYZ Company Contact Centre
  - **The entity Centre participates in Best In-house Contact Centre category**
    - The correct sub-category is : Above 100 seats
    - The correct entity name : XYZ Company Contact Centre
  - **An agent from her team participates in Customer Experience Professional category**
    - The correct sub-category is : Above 100 seats
    - The correct entity name : XYZ Company Contact Centre



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# Example

- Bank ABC has a Call Centre called “Bank ABC Contact Centre” and has a total of 200 seats
- This Call Centre is made up of :
  - Consumer banking section – 70 seats
  - Credit Card section – 120 seats
  - Telemarketing section – 10 seats

## **Company Contact Centre Information**

Name of Company's Contact Centre Bank ABC Contact Centre

Company's Contact Centre Size (please select only one)

☐

Under 20 Seats

☐

Between 20 to 100 Seats

☒

Above 100 Seats

# Example

## 15<sup>th</sup> CCAS Annual Contact Centre Awards Categories

### CORPORATE CATEGORIES

*Companies to participate according to seat size of the contact centre except for programme/section categories*

Entry fee of \$1350.00 includes a feedback report which will be given after 15<sup>th</sup> CCAS Annual Contact Centre Awards 2015.  
If you do not wish to obtain the feedback report, please select the entry fee of \$850.00.

Best In-House Contact Centre (Under 20 Seats) ☐ \$1350 ☐ \$850

Best In-House Contact Centre (Between 20 to 100 Seats) ☐ \$1350 ☐ \$850

Best In-House Contact Centre (Above 100 Seats) ☒ \$1350 ☐ \$850

Best In-House Programme/Section Contact Centre \* ☐ \$1350 ☐ \$850

Name of the Programme/Section

Best Outsourced Contact Centre (Under 100 Seats) ☐ \$1350 ☐ \$850

Best Outsourced Contact Centre (Above 100 Seats) ☐ \$1350 ☐ \$850

Best Outsourced Programme Contact Centre \* ☒ \$1350 ☐ \$850

Name of the Programme

**Bank ABC - Credit Card section**

Best Social Media for Customer Service \*NEW\*

☐ \$1350 ☐ \$850



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# Example

## INDIVIDUAL CATEGORIES

### Best Contact Centre Manager of the Year

*Seat size refers to the number of staffs who report directly or indirectly to the manager*

Best Contact Centre Manager of the Year (Under 20 Seats) ☒ \$350

Name of the Participant

Manager's Full Name

Best Contact Centre Manager of the Year (Between 20 - 100 Seats) ☐ \$350

Name of the Participant

Best Contact Centre Manager of the Year (Above 100 Seats) ☐ \$350

Name of the Participant

### Best Customer Service Professional of the Year

*Seat size refers to the entire Contact Centre*

Best Customer Service Professional of the Year (Under 20 Seats) ☒ \$290

Name of the Participant

Customer Service Professional's Full Name

Best Customer Service Professional of the Year (Between 20 - 100 Seats) ☐ \$290

Name of the Participant

Best Customer Service Professional of the Year (Above 100 Seats) ☐ \$290

Name of the Participant



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# Schedule



Date	Activity
9 January	CALL FOR ENTRY
14 January 11:30 AM	PARTICIPANT BRIEFING, Q&A ( <a href="#">click here</a> for information)
17 February 12:00 PM	CLOSING DATE FOR ENTRY
14 April	RELEASE OF SUBMISSION TEMPLATE
21 April	SUBMISSION TEMPLATE BRIEFING, Q&A
21 May	CLOSING DATE FOR SUBMISSION TEMPLATE & PORTAL COMPLETION
1 June	ISSUE OF JUDGING SCHEDULE TO PARTICIPANTS
24 June	START OF JUDGING
24 July	END OF JUDGING



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# Judges

## Awards Chairman

### Stamford Low

Senior Director  
Carlson Wagonlit Travel



## Judges

### Anita Bowtell

President  
Customer Contact  
Management Association



### Steven Khor

VP – Head of MY & SG  
Contact Centre  
OCBC Bank



### Sidney Yuen

Chairman  
HBC Limited



### Claudia Schlesinger

Managing Director  
CCS International



### Jun Lau

Director  
Lavaworks Pte Ltd.



### Tan Jin Haw

Senior Lecturer  
Republic Polytechnic



TBA

TBA

TBA

# Contact us

Point of Contact  
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# Contact us



Thank you!

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