



Hong Kong Call Centre Association Award 2017

**Award Launch
28 April 2017**

Theme



Customers @ EASE

客戶@無憂

Effortless

輕鬆

Accurate

精準

Seamless

無縫

Effective

高效

OBJECTIVES

- ❑ **To recognize the best of the best within the contact centre industry in Hong Kong, Macau and Southern China**
- ❑ **To inspire excellence and continuous improvement**
- ❑ **To learn and share best practices in contact centre management**



ELIGIBILITY

- All contact centres based in Hong Kong that serve customers from Hong Kong**
- All contact centres that serve Hong Kong customers outside of Hong Kong**
- All China based Contact Centres that serve customers from Mainland China**



AWARD CALENDAR

Award Launch in Hong Kong	28 April 17
Application Deadline	26 May 17
Written Submission Deadline	16 June 17
On site Assessment	26 June – 14 July 17
Mystery Caller Assessment	3 – 29 July 17
Panel Interview for Individual	26 June – 14 July 17
Announcement of Finalists	8 September 17
Merit Awards Presentation	23 Oct 17 week – date to be confirmed
HKCCA Awards Presentation & Gala Dinner	27 October 17

AWARD CATEGORIES (Corporate)

- **In-house below 20 seats (Inbound/Outbound)**
- **In-house 20 to 50 seats (Inbound/Outbound)**
- **In-house 50 to 100 seats (Inbound/Outbound)**
- **In-house Over 100 seats (Inbound/Outbound) *New***
- **Off-shore**
- **Best in Omni-channel Deployment**
- **Best in Corporate Social Responsibility**
- **Best in Quality Assurance**
- **Best in Training and People Development**
- **Best in Technology Innovation and Application**
- **Best Contact Centre Campaign**

Remark: Category with less than 2 entries will be cancelled

AWARD CATEGORIES (Individual)

- **Contact Centre Manager of the Year (Inbound/Outbound)**
- **Contact Centre Team leader of the Year (Inbound/Outbound)**
- **Contact Centre Representative of the Year (Inbound/Outbound/Multi Media/**English speaking - New**)**
- **Trainer of the Year**
- **Recruitment Professional of the Year**
- **Quality Assurance Professional of the Year**
- **Technical Support Professional of the Year**
- **Workforce Management Professional of the Year**

Remark: Category with less than 3 entries will be cancelled

Corporate Award Category – Guiding Principles

Category	Entry Guidelines
Inbound Contact Centre	<ul style="list-style-type: none">▪ Centre where the predominance of the work done involves handling customer interactions via telephone, email and/or social media▪ Contact centre whose major activity is of inbound nature (around 80%)▪ Seats refer to the physical positions with telephony equipment and/or desktops.
Outbound Contact Centre	<ul style="list-style-type: none">▪ Contact centre whose major activity is of outbound nature (around 80%)▪ It could be telemarketing or customer relationship management

Corporate Award Category – Guiding Principles

Category	Entry Guidelines
Offshore Contact Centre	<ul style="list-style-type: none">▪ Contact centre whose major activity involves servicing Hong Kong customers via Telephone, email and / or social media; and is operated outside of Hong Kong.
Omni-channel Deployment	<ul style="list-style-type: none">▪ Centre where the predominance of the work done involves handling customer interactions via various channels - inbound or outbound.▪ CCR can use the customer data being generated across various touchpoints to deliver prompt, personalized, and relevant support.▪ Voice, mobile, web, social, chat, email and other channel activity can be combined with transactional, sentiment, demographic, and other data to arm CCR with appropriate information.

Corporate Award Category – Guiding Principles

Category	Entry Guidelines
Best Contact Centre Campaign	<ul style="list-style-type: none"><li data-bbox="1093 328 1989 496">▪ Open to all contact centre irrespective of the size and nature of business<li data-bbox="1093 517 1989 951">▪ Award to be presented to the contact centre that has conducted campaign / program within the last 12 months that have led to significant improvements in productivity / customer satisfaction / revenues for the organization.
Corporate Social Responsibility	<ul style="list-style-type: none"><li data-bbox="1093 1054 1989 1481">▪ Award to be presented to the contact centres that have demonstrated actions for charity, community support, environmental protection with significant impact on community enhancement, social development and sustainability.

Corporate Award Category – Guiding Principles

Category	Entry Guidelines
Quality Assurance	<ul style="list-style-type: none"><li data-bbox="1003 339 2007 643">Award to be presented to the contact centres that have leveraged well defined and/or implemented processes for Service Quality; Customer Satisfaction; Customer Complaint and Feedback management.
Training and People Development	<ul style="list-style-type: none"><li data-bbox="1003 715 2024 1145">This award to be presented to contact centres that have a well established HR /training mechanism and have demonstrated excellence by controlling attrition rate, providing effective training to new and existing staff and develop talent for business growth.

Corporate Award Category – Guiding Principles

Category	Entry Guidelines
Technology Innovation and Application	<ul style="list-style-type: none"><li data-bbox="1086 400 1984 834">▪ This award to be presented to the contact centres that demonstrate excellence in the innovative deployment of technologies that resulted in customer experience enhancement; cost saving; compliance and / or productivity gain.



Individual Award Category – Guiding Principles

Category	Entry Guidelines
Contact Centre Manager (Inbound / Outbound)	<ul style="list-style-type: none">▪ These categories to be eligible for the contact centre managers, who is in this capacity for at least 12 months as on 1st April 2017.▪ The candidate should have team leaders/supervisors/support function professionals reporting to him/her, not only CCRs.▪ The candidate's major responsibility is to run a contact centre or major operation support functions within a sizable contact centre.
Contact Centre Team leader (Inbound / Outbound)	<ul style="list-style-type: none">▪ These categories to be eligible for the contact centre Team leader / Supervisor who is in this capacity for at least 12 months as on 1st April 2017.▪ The candidate has CCRs directly reporting to him/her, NOT other Team leaders

Individual Award Category – Guiding Principles

Category	Entry Guidelines
Contact Centre Representative (Inbound / Outbound / Multi Media / English speaking)	<ul style="list-style-type: none">▪ These categories to be eligible for contact centre frontline agents, who is in this capacity for at least 12 months as on 1st April 2017.▪ The candidate should primarily engage with inbound / outbound / customer interactions / activities via telephony systems / multi media.▪ English speaking refers to candidates providing service through English channel
Contact Centre Trainer	<ul style="list-style-type: none">▪ This category to be eligible for the contact centre trainer / coach who is in this capacity for at least 12 months as on 1st April 2017.▪ The candidate's major responsibilities include training programme development; delivery; coaching and training management.

Individual Award Category – Guiding Principles

Category	Entry Guidelines
Quality Assurance Professional	<ul style="list-style-type: none">▪ This category to be eligible for the contact centre Q A professional who is in this capacity for at least 12 months dated back from 1st April 2017.▪ The candidate's major responsibilities include voice / non-voice quality monitoring; calibration; customer feedback management; coaching.
Technical Support Professional	<ul style="list-style-type: none">▪ This category to be eligible for the Technical Support Professional who is in this capacity for at least 12 months as on 1st April 2017.▪ The candidate's major responsibilities include provide on-site contact centre system support / maintenance; develop in-house programmes / coordinate user requirements.

Individual Award Category – Guiding Principles

Category	Entry Guidelines
Recruitment Professional	<ul style="list-style-type: none"><li data-bbox="999 355 1984 592">■ This category to be eligible for the contact centre HR professional who is in this capacity for at least 12 months as on 1st April 2017.<li data-bbox="999 675 1984 1106">■ The candidate's major responsibilities include identify/ establish frontline agent recruitment channels; formulate recruitment plans and methods; conduct selection interviews; participate in induction programmes and agent attrition management mechanism.



Individual Award Category – Guiding Principles

Category	Entry Guidelines
Workforce Management Professional	<ul style="list-style-type: none"><li data-bbox="987 368 1928 544">■ This category to be eligible for individual who is in this capacity for at least 12 months as on 1st April 2017.<li data-bbox="987 628 1984 1318">■ The candidate's major responsibility include using of workforce management software tools; collect call data and interpret trends; forecast call demand; prepare resource and workload plans; account for shrinkage, shift spans, days off, and schedule contact center staff; address attendance, adherence challenges and monitor real-time variations; master skill based routing, multi-channel, and blended calling complexities

Judging Process

Participants to submit registration form along with registration payment

HKCCA to send template to Participants for completion

Evaluation team to review the written submissions

Successful

Contact Centre On-Site Assessment; Mystery Caller Assessment;
Individual Interview to be conducted

Corporate Award

90 minutes in total
Include presentation; centre tour;
Q&A and judges feedback

Manager / Professionals

*30 minutes presentation
followed by 10 minutes
Q & A

Team Leaders /
CCRs

*20 minutes presentation
and Q & A
Finalists to be invited
for Group Interview to
determine their level of Awards

Announcement of Finalists

Grand; Gold; Silver and Bronze Awards Presentation & Gala Dinner

**Format to be confirmed upon
notification of interview*

SCORE WEIGHTING

Inbound

Written Submission 30%

On site Assessment 50%

Mystery Caller Assessment 20%

Outbound and Functional

Written Submission 30%

On site Assessment 70%

Individual

Written Submission 30%

Interview 70%

JUDGING CRITERIA - CORPORATE

□ People

- **Staff Recruitment & Selection**
- **People Training & Development**
- **Performance Management**
- **Reward & Recognition**
- **Staff Attrition & Absenteeism**

□ Process

- **Quality Assurance**
- **Forecasting, Staffing & Scheduling**
- **Data Privacy**
- **Business Continuity**
- **Accessibility**
- **Program Launch Management**
- **P2P Telemarketing CoP (Outbound)**
- **Data Recycling (Outbound)**



JUDGING CRITERIA - CORPORATE

Customer Satisfaction

Performance

- KPIs
- Service Performance
- Revenue Performance
- Quality Performance

Cost Efficiency

Infrastructure & Technology

- Technology Utilization
- Contact Centre Environment

Continuous Improvement

Other Best Practices & Innovations



MYSTERY CALLER ASSESSMENT

- **To be conducted by HKQAA**
- **For short-listed inbound Contact Centres**
- **Contact Centres participate in the MCA Award 2017 to be assessed on the calls/contacts made in July 17**
- **Criteria**
 - **Queue Waiting Time**
 - **Accuracy**
 - **Consistency**
 - **Knowledge of Agents**
 - **First call resolution**
 - **Courtesy of Agents**

JUDGING CRITERIA - INDIVIDUAL

- Role & Responsibility**
- Accomplishment**
- Core Competency**
- Personal Qualities**

- Professional Development**
- Customer Testimonials**
- Additional Information**



Interview for Manager - Inbound / Outbound

- Operations Management**
- People Management**
- Customer Relationship Management**
- Performance Management**
- Strategic Thinking**
- Business Sense**
- Communication Skills**
- Personal Drive and Development**



Interview for Team Leader - Inbound / Outbound

- Team Management**
- Coaching Skills**
- Contact Centre Industry Knowledge**
- Communication Skills**
- Service Mentality**
- Sales Aptitude**
- Confidence**
- Personal Drive and Development**



Interview for CCR – Inbound / Outbound / Multi Media / English speaking

- Service Mentality**
- Sales Aptitude**
- Presentation Skills (e.g. Cantonese expression without mixing with English)**
- Clarity of Speech**
- Writing Skills (Multi Media)**
- Ability to tackle Unfamiliar Situations**
- Objection Handling**
- Confidence**



Interview for Quality Assurance Professional

- Quality Assurance Mechanism Insight**
- Interpretation of data**
- Knowledge about professional Quality Management Systems**
- Customer Feedback Management**
- Communication Skills**
- Service Mentality**
- Confidence**
- Personal Drive and Development**



Interview for Trainer

- Culture and Diversity**
- Personality**
- Training Delivery Skills**
- Clarity of Speech**
- Effective Response to Questions**
- Knowledge about Training Management**
- Confidence**
- Personal Drive and Development**



Interview for Technical Support Professional

- Technical knowhow**
- Insight on Contact Centre Technology Development Trend**
- Knowledge about Customer Experience Management**
- Communication Skills**
- Service Mentality**
- Confidence**
- Personal Drive and Development**



Interview for Recruitment Professional

- ❑ Knowledge about recruitment planning and channels**
- ❑ Knowledge about respective contact centre position requirements**
- ❑ Skills and methods in selection interview**
- ❑ Knowledge about staff retention and attrition management**
- ❑ Communication Skills**
- ❑ Service and Sales Mentality**
- ❑ Confidence; Personal Drive and Development**



Interview for Workforce Management Professional

- ❑ Knowledge about manpower planning and scheduling**
- ❑ Knowledge about respective contact centre position skill-set requirements**
- ❑ Knowledge about workforce management software tools**
- ❑ Skills to address attendance and adherence challenges and monitor real-time variations**
- ❑ Communication Skills**
- ❑ Service and Sales Mentality**
- ❑ Confidence; Personal Drive and Development**



Recognitions

- **Participants attain the prescribed standards set for Gold, Silver, Bronze and Merit Award to receive respective awards**
- **The highest score company in HKCCA Awards 2017 to receive Grand Award of the Year**
- **The 5 highest score Corporate entries + 3 Individual entry per company to be counted**
- **Gold winners of Individual Categories to be invited to a free overseas contact centre benchmarking tour with flights and accommodation covered. *(This recognition is non-transferable; non-refundable. The winners have to remain in the company of his enrollment when the tour takes place)***



Score Allocation

- **Corporate: Centre Award Categories; Mystery Caller Assessment Award category (maximum 2 entries)**
Gold= 12 points; Silver= 8 points; Bronze= 4 points
- **Corporate: Functional Categories;**
Gold= 9 points; Silver= 6 points; Bronze= 3 points
- **Individual: Gold= 6 points; Silver= 3; Bronze= 1 points**



SPONSORS & SUPPORT ORGANIZATIONS



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Thank you!!!

