MYSTERY CALLER ASSESSMENT AWARD 2018

Hong Kong Call Centre Association (HKCCA) and **Hong Kong Quality Assurance Agency (HKQAA)** proudly present the Mystery Caller Assessment Award 2018. The aim of this Award is to assist participating customer service providers who provide the service over the phone or through on-line platforms to enhance their service level and refine the contact handling best practices.

Key Objective

- To facilitate participating customer service hotline enhance their service quality
- To formulate a service index regarding customer service hotlines
- To monitor and raise industrial service standard

Eligibilities

Customer Service Hotlines serving customers – whether they are operated in Hong Kong or elsewhere.

Methodology

- Mystery Callers to assess the participating hotlines' service quality monthly for 6 consecutive months through calling / on-site assessment
- Assessment reports to be provided to participants bi-monthly
- *Number of calls to be made / assessed depends on the size of the participating hotlines*

Recognitions

- Participants attain the prescribed standards set for Gold, Silver and Bronze Award to receive respective awards in the 2018 HKCCA Awards Gala Dinner
- The highest score participant to receive "Best of the Best" recognition
- Best-in-class recognition to be awarded to the highest score Participant of the same industry category (provided the category has 4 or more entries)

Implementation and Service Fee

	Group A	Group B	Group C	Group D
No. of seat	below 10	11-50	51-100	Over 100
No. of mystery call (per month)	10	20	40	60
No. of mystery call (six month)	60	120	240	360
Assessment Report (bi-monthly)	3 reports	3 reports	3 reports	3 reports
HKCCA Gala Dinner Seat	1	1	1	1
HKCCA Symposium 2018 Conference Pass	1	1	1	1
Enrollment Fee (HKCCA Corporate Member)	HK$22,100	HK$28,800	HK$45,800	HK$59,800
Enrollment Fee (Non- corporate member)	HK$25,100	HK$32,800	HK$48,800	HK$62,800
Fee for SQM (optional) For new application (application fee of HK$2,000 waived)	HK$8,500	HK$8,500	HK$8,500	HK$8,500

Score requirement

- Pass   = 70
- Bronze = 70-79.9
- Silver = 80-89.9
- Gold   ≧90

Score Weighting per round:

- 1st round (1st and 2nd month) = 20%
- 2nd round (3rd and 4th month) = 30%
- 3rd round (5th and 6th month) = 50%

Implementation Schedule

Award Introduction	*13 Jan 2018*
Kick-off Seminar	*7 Feb 2018*
Deadline for Enrolment	*23 Feb 2018*
Deadline for FAQ submission	*2 Mar 2018*
Mystery Caller Assessment	*19 Mar – 31 Aug 2018*
Reporting of Performance	*May / July / Nov 2018*
Result Announcement & Awards Presentation	*26 Oct 2018*

*The final round result will be announced in the Gala Ceremony. The report will be circulated right after.

MYSTERY CALLER ASSESSMENT AWARD 2018

Application Form

Phone: (852) 3966 2852   Email: secretariat@hkcca.com

Deadline: 23 Feb-2018

Please " √ " where appropriate			
Category	**No. of seat**	**Corporate member**	**Non-corporate member**
☐ **Group A**	**Below 10 seats**	☐ **HK$22,100**	☐ **HK$25,100**
☐ **Group B**	**11– 50 seats**	☐ **HK$28,800**	☐ **HK$32,800**
☐ **Group C**	**51 – 100 seats**	☐ **HK$45,800**	☐ **HK$48,800**
☐ **Group D**	**Over 100 seats**	☐ **HK$59,800**	☐ **HK$62,800**
☐ **Service Quality Management Certification (SQM) (Optional) HK$8,500**			
☐ **Phone-in Assessment**	☐ **On-site Assessment**		☐ **On-line Assessment**
Company name:			
Company address:			
Contact person:		Telephone:	
Email address:			

Payment
▪ To confirm your application, please send this completed form with authorized signature
▪ Invoice will be sent for your accounting process upon receipt of this application form
▪ Full payment must be settled 7 working days prior to the start of assessment
▪ Payment by crossed cheque payable to: **Call Centre Association Limited**   Mail to: 20/F, Unit 1-5, Midas Plaza, 1 Tai Yau Street, San Po Kong, Kowloon, Hong Kong
▪ Payment by direct deposit to HSBC bank account number: 004-518-270343-001   Email the deposit receipt with invoice number to secretariat@hkcca.com

Signed by:

(Signature with company chop)

Date: