

香港客戶中心協會  
HK Call Centre Association



**HKQAA**  
HONG KONG QUALITY ASSURANCE AGENCY

香港品質保證局

**2018**

**Mystery Caller Assessment Award**  
神秘客戶評審大獎

# Objectives

- To facilitate participating customer service *channels* enhance their service quality
- To monitor and raise the service standard of the contact centre industry
- To formulate benchmarks for customer service channels

# Eligibility

- Customer Service Hotlines servicing customers in Hong Kong – whether they are operated in Hong Kong or elsewhere
- Customer Service Hotlines servicing internal customer / members / account based customers
- Customer Service providers servicing customers through on-line channels
- Service to be provided in **Cantonese or English**

# Methodology

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

# Recognitions

- Participants **attain the prescribed standards** set for Gold, Silver and Bronze Award to receive respective awards in the 2018 HKCCA Awards Gala Dinner
- **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)
- The overall highest score participant to receive **“Best of the Best”** recognition

# Recognitions

- The entry has the **biggest overall score improvement** over its **last overall result** to receive the **Best Improvement** recognition \*
- Hotline with IVRS that got the **highest score in IVRS** part to receive the **Best IVRS** recognition. - *score should reach Gold standard (only for Mystery Caller Phone-in category)*
- Sustainability recognition to be awarded to Gold winners for **three or more** consecutive years \*
- Participants achieved Gold standard for **four or more** consecutive years to be awarded **1 additional point** to their final score \*

\* Only applicable for participants enrolled to the same Assessment Category and Group

# Recognitions

- The winners' credit points to be included in the HKCCA Grand Award of the Year calculation. Maximum two entries to be included in the highest score category calculation.
- Best of the Best recognition to be included in the highest score category calculation. \*\* (new)
- Best-in-class recognition to be included in the functional category calculation . \*\* (new)
- Participants reaching the prescribed standards set for "Service Quality Management" (SQM) can pursuit SQM certification by HKQAA.

\*\*

1. Best of the Best and Best-in-class score to be included only to participant receiving 5 Corporate Awards.
2. When Participant achieved Best of the Best and Best-in-class recognitions, only Best of the Best score to be included.

# Recognition Display



**Gold Award for each year ( to be given for 3 consecutive years )**



**Gold Award for 5 consecutive years**



**Gold Award for 8 consecutive years**

# Categories

## Assessment Categories:

- Phone-in Assessment (電話撥測)
- On-site Assessment (現場評審)
- On-line Assessment (在線評審)

## Industry Categories

- Banking
- Finance and Insurance
- Commerce, Government and Utilities
- Telecommunications
- General Retail
- F&B

Note:- Grouping of entries into Industry categories rests with the Organisor

# Award Details

	Group A	Group B	Group C	Group D
No. of Seat	Below 10	11 to 50	51 to 100	Over 100
No. of mystery call / contact per month	10	20	40	60
No. of mystery call / contact for 6 months	60	120	240	360
Bi-monthly Assessment Report	3	3	3	3
HKCCA Gala Dinner Seat	1	1	1	1
HKCCA Symposium Conference Pass	1	1	1	1
Enrollment Fee (HKCCA member)	HK\$22,100	HK\$28,800	HK\$45,800	HK\$59,800
Enrollment Fee + HKCCA Membership Fee (Non-member)	HK\$25,100	HK\$32,800	HK\$48,800	HK\$62,800
Application for SQM (Optional) <i>For new application; application fee of HK\$2,000 waived</i>	HK\$ 8,500	HK\$8,500	HK\$8,500	HK\$8,500

# Score Requirement for Awards

- **Score Requirement:-**

- Pass = 70
- Bronze = 70 – 79.9
- Silver = 80 – 89.9
- Gold = 90 or over

- **Score Weighting per round**

- 1<sup>st</sup> round (1<sup>st</sup> and 2<sup>nd</sup> months) = 20%
- 2<sup>nd</sup> round (3<sup>rd</sup> and 4<sup>th</sup> months) = 30%
- 3<sup>rd</sup> round (5<sup>th</sup> and 6<sup>th</sup> months) = 50%

- **Bonus points**

- 1 point to be **deducted** in Round 1 for participants who do not submit the FAQ on time
- Maximum 3 bonus point per round to be given to entry that fulfills “Consistency” criteria
- Bonus point to be awarded to contacts that fulfil “Customer Intimacy” criteria *(new)*

# Implementation Schedule

13 Jan 2018 - Award Launch

5 to 9 Feb 2018 – Kick-off meeting with new participants

7 Feb 2018 – Kick-off Seminar

23 Feb 2018 – Deadline for enrolment

2 Mar 2018 – Deadline for FAQ submission

19 Mar 2018 – 31 Aug 2018 – Assessment Period

14 May / 16 Jul / 5 Nov 2018 - Reporting of Performance

26 Oct 2018 – Result Announcement & Award Presentation

Q QUESTION & ANSWER

提問 與 回應

# Contact Information

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