



# The 20<sup>th</sup> Annual Hong Kong Call Centre Association Awards

## Call centres recognized for their distinguished service to customers

Organized by the Hong Kong Call Centre Association (HKCCA), the 20th HKCCA Award Presentation and Gala Ceremony 2019 was held on November 1 at Hong Kong Disneyland Resort, to recognize outstanding achievements and performers in the industry.



Toasting at the HKCCA Award Presentation and Gala Ceremony.



A Cake Cutting Ceremony to celebrate the 20th Anniversary of HKCCA was held before the Gala Dinner

Now in its 20th edition, the Awards has again received overwhelming response from the industry. Hailed as the industry's most prestigious annual award, the event aims not only to give recognition to organizations and individuals with excellent performance and valuable contributions

within the contact centre industry in Hong Kong, Macau and Greater China, but also to inspire excellence and continuous improvement, as well as spread the knowledge of some of the best practices in contact centre management.

A total of 123 awards across the corporate categories and 48 awards across the individual categories were conferred this year. "The entries have demonstrated a high standard of professionalism, reflecting well especially on the value adding and compliance aspects of the industry," says Mr Chapman Lam, HKCCA Chairman.

### Broad coverage of the Award

A timely addition to the corporate category of the Award this year is the Best Contact Centre in Greater China in view of

the emergence of the Greater Bay Area and rapid developments in Greater China. In the individual category, the Digital Professional of the Year award has been added.

In the corporate category, the awards are divided into: 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); Off-shore; Best Contact Centre in Greater China; Best in Omni-channel Deployment; Best in Corporate Social Responsibility; Best in Quality Assurance; Best in Training and People Development; Best in Technology Application; and Best Contact Centre Campaign.

The Awards in the individual category span 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/digital /English speaking; 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; and Digital Professional of the Year.

### Rigorous judging process

Over the years, the HKCCA Awards has gained in stature and is strongly supported by the industry as a coveted recognition.

The judging process for the Award is conducted in a very rigorous manner to ensure impartiality and fairness. All candidates have to hand in written submissions; go through assessments such as center tour, contact centre on-site assessment, mystery caller assessment, and individual face-to-face competence assessment; and attend a presentation and Q&A session.

All candidates that reach designated scores are respectively awarded with Gold, Silver and Bronze Awards. The

best performing organization received Grand Award of the Year. In this way, all corporate and individuals with outstanding performance would be appropriately recognized, explains Lam.

This year, HKCCA has, in collaboration with Auscontact, organized an incentive trip, bringing Gold winners to Melbourne, Australia.

Lam underscores the importance HKCCA attaches to the judging process in view of the comprehensive nature of the Award. "In the beginning, the judging panel was made up of local experts only, but from the tenth edition onwards, we have made it a point of recruiting experts from around the world, including, for example, from Australia and Singapore, to add to the expertise, thereby adding an international dimension to the adjudication," says he.

As one of the aims of the competition is to offer helpful hands-on experiences to participants, HKCCA arranges for them the opportunity to interact with judges from different cultural backgrounds, and learn from their expertise and practical knowledge in the field. Lam points out that these veterans in the business have been able to pin-point some of the problems faced by the industry, and provide insights into specific issues.

### Customer service is the key

"The top priority in our business is to be able to address customers' needs. Therefore, staff with the requisite communications skills is our greatest asset," emphasizes Lam. "To survive and flourish in this highly competitive industry, organizations and individuals must keep adding value, and staying abreast of technological advances."

The soaring popularity of chatbot reflects the advancement in artificial intelligence (AI), as many contact centres have increased technological inputs to improve their service quality. "To ensure that chatbox does its job properly, it is vital for customer service experts to constantly input knowledge into the system," Lam



HKCCA Chairman Mr. Chapman Lam delivers his welcome address.

explains. "Therefore, there will always be a key role to play for service staff, and their human touch is irreplaceable."

### Moving with the times

Representing the entire on-line customer service industry, HKCCA is a non-profit organization committed to improving customer satisfaction by supporting members in continuous quality improvement and productivity growth in contact centres and online customer interaction.

Throughout the years, HKCCA has organized many activities in service of the contact centre industry in Hong Kong. In addition to industry seminars and an annual Contact Centre Symposium, it has, this year, inaugurated the HKCCA Charity Run – Run for the Roses, in support of children with Special Educational Needs (SEN).

Looking ahead, Lam stresses the importance of staying alert for market developments and technological advancements. "We have effectively evolved with changes in the business world, and remain dedicated to a continuous improvement in serving customers in the most efficient manner."



A cheque HK\$ 124,250 was presented to Child Development Centre to support children with Special Educational Needs.



Mr. Chapman Lam - Chairman of HKCCA