



2021

Mystery Caller Assessment Award
神秘客戶評審大獎

Objectives

- **To facilitate participating customer service providers enhance their service quality**
- **To monitor and raise the service standard of the customer contact 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 voice (*Inbound / Outbound*); online and *Face-to-face* channels
- Service to be provided in **Cantonese; Putonghua or English**

Methodology

- Mystery Callers to assess the participating **hotlines / on-line / face-to-face** channels' service quality monthly for **6 consecutive months** through **calling / onsite / online 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 2021 HKCCA Award Presentation & Gala Ceremony
- **Best-in-class** recognition to be awarded to the highest score participant of the **same business sector 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 *
- *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 calculation.
- **Best of the Best** recognition to be included in the **highest score** category calculation. **
- **Best-in-class** recognition to be included in the **functional** category calculation . **
- Participants reaching the prescribed standards set for “Service Quality Management” (SQM) can pursuit **SQM certification** by HKQAA.

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1. **Best of the Best** and **Best-in-class** score to be included only to participant receiving 5 Corporate Awards.
 2. When the 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 (電話評審)
- Onsite Assessment (現場評審)
- Online Assessment (在線評審)
- Face-to-face Assessment (面對面評審)

Business Sector Categories

- Public Service and Utilities (公共服務及公用事業組別)
- Banks and Loan Institutions (銀行及貸款機構組別)
- Insurance and Finance (保險及金融組別)
- Telecommunications (電訊組別)
- Transports and Logistics (運輸與物流組別)
- Travel and Hospitality (旅遊及餐旅組別)
- Living and Entertainment (生活及娛樂組別)
- Commerce (商務組別)

Remark: *The grouping of entries will be determined by the organizer*

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 Branch (to be assessed)	1 to 5: 3	6 to 20: 5	21 to 30: 6	31 to 40 +: 7
No. of call / contact per round (2 months)	20	40	80	120
No. of visit per entry per round (2 months)	6	10	12	14
No. of call / contact for 6 months	60	120	240	360
No. of visit for 6 months	18	30	36	42
Bi-monthly Assessment Report	3	3	3	3
HKCCA Presentation and Gala Ceremony Seat	1	1	1	1
Enrollment Fee (HKCCA member)	HK\$22,800	HK\$29,800	HK\$45,800	HK\$59,800
Enrollment Fee + HKCCA Membership Fee (Non-member)	HK\$25,800	HK\$32,800	HK\$48,800	HK\$62,800
Application for SQM (Optional) <i>For new application; application fee of HK\$2,000 to be 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

- 1st round (1st and 2nd months) = 20%
- 2nd round (3rd and 4th months) = 30%
- 3rd round (5th and 6th 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 “phone-in” , “online” contacts and “Face-to-face” visits that fulfil “Easy-to-access” criteria
- 1 point to be deducted on a particular contact if the Caller cannot access to a ‘live’ agent after 6 attempts within 3 days.

Bonus Point Criteria: Consistency

Step1

- **Basic Entry:**
- 1) No. of staff to be assessed >50% of the total no. of staff reported in the application
- **2) *Score of that round should attain 90 marks***

Step2

- **Bonus x No. of assessed staff x Score of that round**
- **Bonus = 0.05**

Step3

- **Maximum 3 bonus point per round**

- Apply to every round of assessment**
- Bonus to be applied according to the weighting of every round: round 1 - 20%/ round 2 - 30%/ round 3 - 50%**

Bonus Point Criteria: Easy-to-access

- ❑ Caller to be connected to 'live' agent in the 1st attempt
- ❑ Apply to every call / assessment

1. Answering calls	0 Point Poor	50 Point Average	100 Point Excellent
1.1 Picking up the call immediately	1. Cannot answer the call within 20 seconds when phone rings	2. Answer the call within 20 seconds when phone rings	3. Answer the call within 15 seconds when phone rings
			4. Answer the call within 12 seconds when phone rings

Bonus	NA	Excellent
B.1 Easy to access First Call Resolution (refer to Q1.1)		1. dial once for a successful access

New technology for assessment

<http://evaluate.hkqaa.org/index.php/563445?lang=zh-Hant-HK>



Implementation Schedule

Award Launch - 15 Jan 21 (Cantonese); 22 Jan 21 (Putonghua)

Kick-off meeting with new participants – 18 Jan to 5 Feb 21

Deadline for enrolment – 10 Feb 21

Deadline for FAQ submission – 18 Feb 21

Kick-off Seminar – 23 Feb 21

Assessment Period – 1 March to 31 August 21

Reporting of Performance – 14 May; 15 July; 8 Nov 21

Result Announcement & Award Presentation – 5 Nov 21

QUESTION **&** **A**NSWER

提問 **與** **回應**

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Thank You