# Hong Kong Customer Contact Association (HKCCA) Award *2021*

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# Agile and Resilient
# 靈活、柔韌

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# OBJECTIVES

❑ To recognize the best of the best within the customer contact industry in Hong Kong and Greater China

❑ To inspire excellence and continuous improvement

❑ To learn and share best practices in customer contact management

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# ELIGIBILITY

☐ **All customer contact centres based in Hong Kong that serve customers from Hong Kong**

☐ **All customer contact centres that serve Hong Kong customers operate outside of Hong Kong**

☐ **All customer contact centres within the Greater China region that serve customers from respective markets**

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# AWARD CALENDAR

| Award Launch | 16 April 21 |
|---|---|
| Application Deadline | 21 May 21 |
| Written Submission Deadline | 11 June 21 |
| On site / Online Assessment | 5 – 16 July 21 |
| Mystery Caller Assessment | 5 – 30 July 21 |
| Competency Assessment for Individual | 5 – 16 July 21 |
| Announcement of Finalists | 10 September 21 |
| Award Presentation & Gala Dinner | 5 November 21 |

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# AWARD CATEGORIES - Corporate

❑ **Contact Centre (Inbound / Outbound)**

- ○ **Public Service and Utilities**
- ○ **Banks and Loan Institutions**
- ○ **Insurance and Finance**
- ○ **Telecommunications**
- ○ **Transports and Logistics**
- ○ **Travel and Hospitality**
- ○ **Living and Entertainment**
- ○ **Commerce**

❑ **Best Customer Centre (Face-to-face)** *New*
❑ **Off-shore Contact Centre**
❑ **Outsourced Contact Centre**
❑ **Greater China Contact Centre - Recognition Award**

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# AWARD CATEGORIES - Functional

❑ Best in Omni-channel Deployment

❑ Best in Corporate Social Responsibility

❑ Best in Quality Assurance

❑ Best in Training and People Development

❑ Best in Technology Application

❑ Best Contact Centre Campaign

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# 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/digital/English speaking/**Face-to-face** *(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
- Digital Professional of the Year

*Remark: Candidates for respective categories need to be in that capacity for at least 12 months as on 1st April 2021*

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Contact Centre (Inbound / Outbound)**<br><br>最佳呼入/外呼客戶中心 | ❑ Customer Contact Centres being managed within the organisation where the work done predominantly involves handling customer interactions via telephone, email and/or social media.<br>❑ Contact centre whose major activity is of inbound nature (around 80%) is eligible for Inbound categories.<br>❑ Contact centre whose major activity is of outbound nature (around 80%); it could be telemarketing or customer relationship management, is eligible for outbound categories.<br>❑ The categories are open to contact centres irrespective of their size. |

# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Public Service and Utilities**<br><br>公共服務及公用事業組別 | ❑ Open to all contact centres that provide public services to the general public.<br><br>❑ The contact centres to be managed by Government Departments; statutory bodies or utility organisations. |

# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Banks and Loan Institutions**<br><br>銀行及貸款機構組別 | ❑ Open to all contact centres that provide comprehensive banking or specific banking / loan services. |
| **Insurance and Finance**<br><br>保險及金融組別 | ❑ Open to all contact centres that provide comprehensive or specific insurance services or Mandatory Provident Fund (MPF) / Retirement related services. |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Telecommunications**<br><br>電訊組別 | ❑ Open to all contact centres that provide comprehensive or specific telecommunication services / products. |
| **Transports and Logistics**<br><br>運輸與物流組別 | ❑ Open to all contact centres that provide transports or delivery related services. |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Travel and Hospitality**<br><br>旅遊及餐旅組別 | ❑ Open to all contact centres that provide travel; leisure; hospitality related services / products. |
| **Living and Entertainment**<br><br>生活及娛樂組別 | ❑ Open to all contact centres that provide daily living; health care; housing; lifestyle; entertainment services/ products. |

# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Commerce**<br><br>商務組別 | ❑ Open to all contact centres that provide services in general trade or business sectors or their specific business nature could not be included in the classified categories above. |
| **Remarks:** | *The decision of grouping entries into respective categories rests with the Organiser.* |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Best Customer Centre (Face-to-Face)**<br><br>最佳實體客戶服務中心 | ❑ Open to all customer centres that provide services at a physical location where customers and representatives of the business to be physically present in the same location and can interact face-to-face.<br><br>❑ Open to customer centres of different sizes; nature of business and mode of operations. |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Offshore Contact Centre**<br><br>最佳離岸客户中心 | ❑ Contact centre whose major activity involves servicing Hong Kong customers via Telephone, email and / or social media; and is operated outside of Hong Kong. |
| **Outsourced Contact Centre**<br><br>最佳外包客户中心 | ❑ Contact centre whose major activity involves servicing Hong Kong customers via Telephone, email and / or social media; and is operated by a third party organisation. |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Best in Omni-channel Deployment** 最佳全渠道應用客戶中心 | ❑ Contact centres whose customer interactions are of inbound or outbound nature;<br>❑ Contact centres that enable frontline agents access to customer data and previous transactions across various channels e.g. voice, mobile, web, social, chat, email to deliver prompt, personalized, and relevant support to customers.<br>❑ All channels are integrated with transactional, sentiment, demographic, and other data to arm frontline agents with appropriate information. |

# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Best in Technology Application**<br><br>最佳科技應用客戶中心 | ❑ Award to be presented to contact centres that demonstrate excellence in the effective application of technologies that resulted in customer experience enhancement; cost saving; compliance and / or productivity gain. |
| **Best in Corporate Social Responsibility**<br><br>最佳企業社會責任客戶中心 | ❑ Award to be presented to contact centres that have demonstrated actions for charity, community support, environmental protection with significant impact on community enhancement, social development and sustainability. |

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# Corporate Categories – Guiding Principles

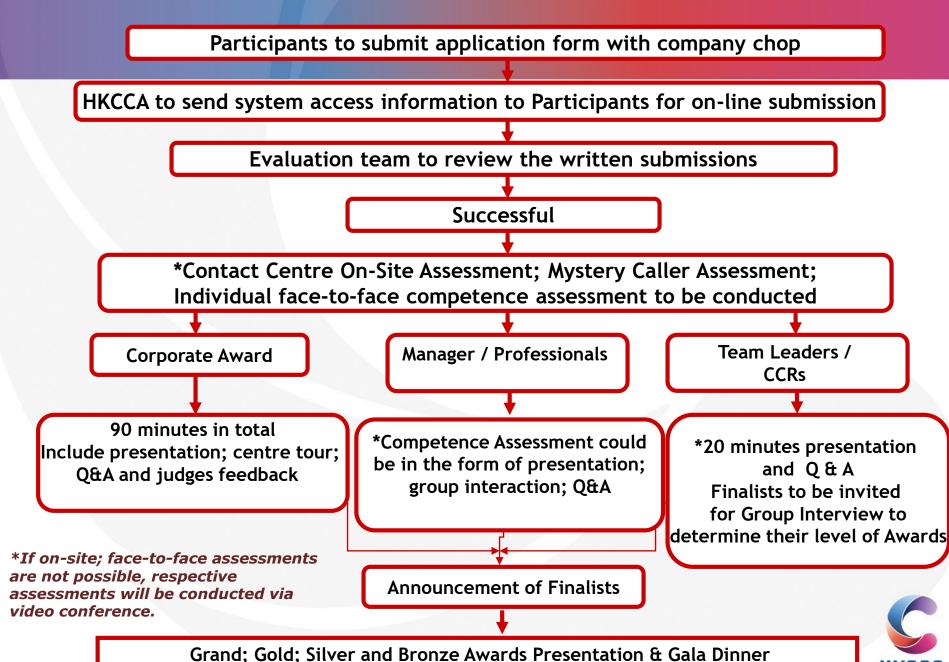| Category | Entry Guidelines |
|---|---|
| **Best in Quality Assurance**<br><br>最佳質量保證客戶中心 | ❏ Award to be presented to contact centres that have leveraged well defined and/or implemented processes for Service Quality; Customer Satisfaction; Customer Complaint and Feedback management. |
| **Best in Training and People Development**<br><br>最佳培訓及人才發展客戶中心 | ❏ Award to be presented to contact centres that have a well established people strategy; training and development mechanism and have demonstrated excellence by controlling attrition rate, providing effective training to new and existing staff and develop talent for business growth. |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Best Contact Centre Campaign**<br><br>最佳客戶中心推廣計劃 | ❑ Contact centres that have implemented campaign / program within the last 12 months which succeeded in enhancing customer experience / productivity growth / employee engagement and retention / revenue growth / cost reduction.<br><br>❑ The participants need to demonstrate how the success is achieved with objective measurements. |

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# Corporate Categories – Guiding Principles

| Category | Entry Guidelines |
|---|---|
| **Greater China Contact Centre Alliance (GCCA) Recognition** 大中華區客戶中心聯盟嘉許大獎 | ❑ This is a Recognition Award<br><br>❑ To be presented to the top 5 organisations that have achieved the 5 highest scores in the 2021 HKCCA Award. |

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# JUDGING PROCESS

**Participants to submit application form with company chop**

**HKCCA to send system access information to Participants for on-line submission**

**Evaluation team to review the written submissions**

**Successful**

**\*Contact Centre On-Site Assessment; Mystery Caller Assessment; Individual face-to-face competence assessment to be conducted**

**Corporate Award**

**Manager / Professionals**

**Team Leaders / CCRs**

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

**\*Competence Assessment could be in the form of presentation; group interaction; Q&A**

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

*\*If on-site; face-to-face assessments are not possible, respective assessments will be conducted via video conference.*

**Announcement of Finalists**

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

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# 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)

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# 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**

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# MYSTERY CALLER ASSESSMENT

❑ **To be conducted by HKQAA**

❑ **Contact Centres participate in the MCA Award 2021 to be assessed on the calls/contacts made in July 21**

❑ **Outbound participants already attained P2P Code of Practice Certification will not be required to do additional assessment**

**Inbound:**

- Queue Waiting Time
- Accuracy
- Consistency
- Knowledge of Agents
- First call resolution
- Courtesy of Agents

**Outbound:**

- Identity and Purpose
- Hours of Calling
- Unsubscribe Request
- Complaint statistics record
- Called party being overseas handling
- Courtesy of Agents e.g. Objection handling

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# JUDGING CRITERIA - INDIVIDUAL

- ❑ Role & Responsibility
- ❑ Accomplishment
- ❑ Core Competency
- ❑ Personal Qualities
- ❑ Professional Development
- ❑ Customer Testimonials
- ❑ Additional Information

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# Competency Assessment for Manager – Inbound / Outbound

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

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# Competency Assessment for Team Leader - Inbound / Outbound

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

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# COMPETENCY ASSESSMENT
## CCR – Inbound / Outbound / English speaking / Face-to-face

- ❑ Service Mentality
- ❑ Sales Aptitude
- ❑ Presentation Skills (e.g. Cantonese expression without mixing with English)
- ❑ Clarity of Speech
- ❑ Ability to tackle Unfamiliar Situations
- ❑ Objection Handling
- ❑ Confidence
- ❑ Grooming (F2F)
- ❑ Body language (F2F)

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- ❑  Service Mentality
- ❑  Sales Aptitude
- ❑  Digital Foundation Skills e.g.
- •  Transacting
- •  Communicating
- •  Handling information and content
- •  Problem solving
- ❑  Being safe and legal online

# COMPETENCY ASSESSMENT
# Digital Professional

❑ **Cultural competence** - the understanding of the digital cultures and "being a digital native" and being able to navigate and work in the digital environments

❑ **Information and knowledge retrieval and assessment competence** - the skills required to find, critically assess and use the digital content

❑ **Digital participation competence** - the skills of producing, validating, editing, enriching and updating digital content

❑ **Fair and rightful digital citizenship competence** - the fair use of digital content – e.g. the rightful way to use copyrighted content

❑ **Competence in using right tools for rights purposes** - the technical skills in using the various tools provided (e.g. mobile platforms and devices etc.) and understand their potential and limitations

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# Competency Assessment
# 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

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# Competency Assessment - Trainer

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

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# Competency Assessment - 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

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# Competency Assessment – 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

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# Competency Assessment – 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

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# SCORE WEIGHTING

❑ **Inbound and Outbound**
- **Written Submission**      **30%**
- **On site Assessment**      **50%**
- **Mystery Caller Assessment**      **20%**

❑ **Functional**
- **Written Submission**      **30%**
- **On site Assessment**      **70%**

❑ **Individual**
- **Written Submission**      **30%**
- **Face-to-face Competence Assessment**      **70%**

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# SCORE REQUIREMENT FOR AWARD

Merit: 70 – 74

Bronze: 75 – 79

Silver: 80 – 84

Gold: 85 and over

# RECOGNITIONS

- ❑ **Participants attain the prescribed standards set for Gold, Silver, Bronze and Merit Award to receive respective awards**

- ❑ **The 5 highest score participants to receive the GCCA Recognition Award**

- ❑ **The participant with the highest overall score to receive Grand Award of the Year**

- ❑ **Maximum <u>5 Corporate</u> entries; <u>2 Functional</u> entries and <u>3 Individual</u> entries per organisation to be counted**

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# RECOGNITIONS

❑ Best of the Best and Best-in-class in Mystery Caller Assessment Award to be included in the score calculation

❑ 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 / her enrolment when the tour takes place)

# SCORE ALLOCATION

**Corporate Categories; Mystery Caller Assessment Award category (maximum 2 entries)**

Gold= 12 points; Silver= 8 points; Bronze= 4 points

**Functional Categories;**

Gold= 9 points; Silver= 6 points; Bronze= 3 points

**Individual Categories:** Gold= 6 points; Silver= 3; Bronze= 1 points

**Best of the Best: 12 points**

**Best-in-class: 9 points**

*Remarks:*
*When Participant achieved Best of the Best and Best-in-class recognitions, only Best of the Best score to be included.*

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# CONTACT INFORMATION

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# Thank you!!!