



Mystery Customer Assessment Award 2022

**神秘客戶評審大獎
2022**

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 contact channels**

Eligibility

- **Customer Service Hotlines providing services in Hong Kong – whether they are operated in Hong Kong or elsewhere**
- **Customer Service Hotlines providing services for internal customers / members / account based customers**
- **Customer Service providers providing services through voice (*Inbound / Outbound*); online and *brick-and-mortar (B&M)* channels**
- **Service to be provided in *Cantonese; Putonghua or English***

Methodology

- **Mystery Customer to assess the participating hotlines / on-line / B&M channels' service quality monthly for 6 consecutive months through calling / onsite / online / face-to-face assessment**
- **Assessment reports to be provided for the participants bi-monthly**
- **Number of calls / contacts / visits to be made / assessed depend 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 2022 HKCCA Award Presentation & Gala Ceremony
- **Best-in-class** recognition to be awarded to the highest score participant of the **same business sector** (provided the sector has 4 or more entries)
- The overall highest score participant of the same assessment stream to receive “**Best of the Best**” recognition
- The minimum number of entries per assessment stream to warrant “Best of the Best” recognition is **10**

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 Phone-in assessment)*
- Sustainability recognition to be awarded to Gold winners for **three or more** consecutive years *

*Only applicable for participants enrolled to the same Assessment Stream 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. ******

****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.

Assessment Streams

Phone-in / Online stream

Business sectors

- 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*

Assessment Streams

Brick-and-mortar (B&M) stream

Business sectors

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

Mode of Assessment

Phone-in / Online stream

- Phone-in Assessment (電話評審)
- Online Assessment (在線評審)
- Onsite Assessment (現場評審)

Brick-and-mortar stream

- Face-to-face Assessment (面對面評審)

Award Details: Phone-in / Online stream

	Group A	Group B	Group C	Group D
No. of Seat	1 to 10	11 to 50	51 to100	Over 100
No. of call / contact per round (2 months)	20	40	80	120
No. of call / contact for 6 months	60	120	240	360
Bi-monthly Assessment Report	3	3	3	3
HKCCA Presentation and Gala Ceremony Seat	1	1	1	1
Enrollment Fee (HKCCA member)	HK\$23,800	HK\$30,800	HK\$48,800	HK\$62,800
Enrollment Fee + HKCCA Membership Fee (Non-member)	HK\$27,800	HK\$34,800	HK\$52,800	HK\$66,800

Award Details: Brick-and-mortar stream

	Group A	Group B	Group C	Group D
No. of Customer Centres (to be assessed)	1 to 5	6 to 20	21 to 30	Over 30
No. of visit per entry per round (2 months)	6	12	18	24
No. of visit for 6 months	18	36	54	72
Bi-monthly Assessment Report	3	3	3	3
HKCCA Presentation and Gala Ceremony Seat	1	1	1	1
Enrollment Fee (HKCCA member)	HK\$ 23,800	HK\$30,800	HK\$ 48,800	HK\$ 62,800
Enrollment Fee + HKCCA Membership Fee (Non-member)	HK\$ 27,800	HK\$ 34,800	HK\$ 52,800	HK\$ 66,800

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

Implementation Schedule

Award Launch - 12 Jan 22 (Cantonese)



Kick-off meeting with new participants – 18 Jan to 5 Feb 22



Deadline for enrolment – 11 Feb 22



Deadline for FAQ submission – 18 Feb 22



Kick-off Seminar – 23 Feb 22



Assessment Period – 1 March to 31 August 22



Reporting of Performance – May; July; Nov 22



Result Announcement & Award Presentation – 4 Nov 22



Q & A

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Thank You