THEME

Challenge the Status Quo

挑戰現狀

The theme relates to
Review; Change Management; Transformation;
Innovation; identify Opportunities.

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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 over the phone; online or through brick-and-mortar channels**

❑ **All customer contact centres providing services to Hong Kong customers that are operated outside of Hong Kong**

❑ **All customer contact centres within the Greater China region that serve customers of respective markets**

The term "brick-and-mortar" refers to a street-side business that offers products and services to its customers face-to-face in an office or store

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AWARD CALENDAR

Award Launch	**8 April 22**
Application Deadline	**6 May 22**
Written Submission Deadline	**10 June 22**
On site / Online Assessment	**4 – 15 July 22**
Mystery Customer Assessment	**8 – 31 August 22**
Competency Assessment for Individual	**4 – 15 July 22**
Announcement of Finalists	**9 September 22**
Award Presentation & Gala Dinner	**4 November 22**

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AWARD CATEGORIES - Corporate

❑ **Customer Contact Centre (Inbound / Outbound / *Brick-and-mortar)** *(new)*

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

❑ **Off-shore Contact Centre**
❑ **Outsourced Contact Centre**
❑ **Best Hybrid Customer Journey** *(new)*
❑ **Greater China Contact Centre Alliance (GCCA) - Recognition Award**

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AWARD CATEGORIES - Functional

- ❑ **Best Customer Centre in Omni-channel Deployment**

- ❑ **Best Customer Centre in Corporate Social Responsibility**

- ❑ **Best Customer Centre in Voice of the Customer (VOC) Management** *(new)*

- ❑ **Best Customer Centre in Training and People Development**

- ❑ **Best Customer Centre in Technology Application**

- ❑ **Best Customer Centre in Employee Engagement** *(new)*

- ❑ **Best Customer Centre in Digital Transformation** *(new)*

- ❑ **Best Outsourced Contact Centre Client programme** *(new)*

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AWARD CATEGORIES - Individual

- Customer Centre Manager of the Year (Inbound/Outbound/B&M)

- Customer Centre Team leader of the Year (Inbound/Outbound/B&M)

- Customer Centre Representative of the Year Inbound/Outbound/digital/English speaking/B&M *(renamed)*

- Trainer of the Year

- Recruitment Professional of the Year

- Technical Support Professional of the Year

- Workforce Management Professional of the Year

- Digital Transformation Champion *(New)*

- Process Enhancement Champion *(New)*

Remark: Candidates for respective categories need to be in that capacity for at least 12 months as on 1st April 2022

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Contact Centre (Inbound / Outbound) 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. ❑ Contact centre whose major activity is of inbound nature (around 80%) is eligible for Inbound categories. ❑ Contact centre whose major activity is of outbound nature (around 80%); it could be telemarketing or customer relationship management, is eligible for outbound categories. ❑ The categories are open to contact centres irrespective of their size.

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best Customer Centre (Brick & Mortar) 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. ❑ Open to customer centres of different sizes; nature of business and mode of operations.

Corporate Categories – Guiding Principles

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

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Banks and Loan Institutions 銀行及貸款機構組別	❑ Open to all customer contact centres that provide comprehensive banking or specific banking / loan services.
Insurance and Finance 保險及金融組別	❑ Open to all customer 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 電訊組別	❑ Open to all customer contact centres that provide comprehensive or specific telecommunication services / products.
Transports and Logistics 運輸與物流組別	❑ Open to all customer contact centres that provide transports or delivery related services.

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Corporate Categories – Guiding Principles

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

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Commerce 商務組別	❑ Open to all customer contact centres that provide services in general trade or business sectors or their specific business nature which 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 Outsourced Contact Centre 最佳外包客户中心	❑ This category is in recognition of the customer contact management outsourcing services providers. ❑ The entries of this category must represent all of its client programmes whether their programmes share contact centre resources (such as quality assurance, workforce management, training, project management etc.) or have designated resources for each programme. ❑ This category also covers co-sourced contact centres (whether on the clients' premises or the outsourcers' premises). ❑ In this category, the entire contact centre including any sub-units are considered to be in-scope and the seat size refers to the entire contact centre.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best Hybrid Customer Journey 最佳混合式客户服務旅程	❑ Open to customer service providers whose service delivery combines elements of over the phone, online and in-person service experience ❑ Award to be presented to the overall customer service experiences that are convenient, simple, frictionless; balancing digital with human elements. Customers having choices for service channels that cater to their preferences and timeline. ❑ Hybrid experiences, also include video-based "chat" between store/branch-based employees and digital customers. ❑ Staff across the spectrum of service channels is able to access a single view of customer profiles. ❑ Open to customer service providers of different sizes; nature of business and mode of operations.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best Customer Centre in Technology Application 最佳科技應用客戶中心	❑ Award to be presented to organisations that have successfully deployed new technology within their customer contact environment that supports the customer and/or employee experience. ❑ Submissions should outline the business benefits that have been realized including: • The impact on the customer and/or colleague experience • Return on investment achieved • Quantifiable and qualitative results • The approach used to implement and integrate the technology ❑ Award to be given for how the technology has been implemented, deployed and maximized within the organisation, not for the technology solution itself. Joint entry from the organisation and its technology provider will be accepted, however the technology provider cannot enter on their own.

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; ❑ 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. ❑ All channels are integrated with transactional, sentiment, demographic, and other data to arm frontline agents with appropriate information.

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best in Corporate Social Responsibility 最佳企業社會責任客戶中心	❑ Award to be presented to customer contact centres that have demonstrated substantial 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 Training and People Development 最佳培訓及人才發展客戶中心	❑ Award to be presented to customer 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 Customer Centre in Voice of the Customer Management 最佳顧客心聲管理客戶中心	❑ For customer service providers that truly listen to their customers - gather, analyze, and act on customer feedback to create a customer-centric culture. ❑ Be able to make meaningful improvements to their customer experience based on data and insights from the feedback collected. ❑ Entrants do have a good understanding of the customer feedback collection methodologies and tools. They will be able to demonstrate the effective implementation of their VoC programme that create significant impact on their customer satisfaction.

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best Customer Centre in Digital Transformation 最佳數碼轉型客戶中心	❑ This category seeks to recognise the customer centre that can demonstrate how they have successfully deployed new technologies/digital platforms to transform their organisation's business performance and customer experience. ❑ Customer centres that have integrated digital channels to enhance and support its customer service delivery. ❑ The judges will be looking for innovation, creativity and integration with the wider business and evidence of real business benefits achieved.

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best Customer Centre in Employee Engagement 最佳員工參與客戶中心	❑ For organisations that truly put their people at the heart of their business. Entrants do have a good understanding of the impact that strong employee engagement has on customer experience. They will be able to outline project/s or initiative that has significantly improved their colleague engagement results. ❑ Entrants will be able to demonstrate that they have clear processes in place for gathering and acting on Voice of the Employee data from all levels in the customer centre operation.

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Corporate Categories – Guiding Principles

Category	Entry Guidelines
Best Outsourced Contact Centre Client programme 最佳外包客戶中心項目	❑ This category is in recognition of the challenging customer management projects being outsourced whether they are operated in Hong Kong or elsewhere. ❑ The entry must be represented by one client's Programme whether it shares contact centre resources (such as training, quality assurance, workforce management, project management etc.) with other programmes of the outsourcer or has its designated resources. ❑ This category also covers co-sourced contact centres (whether on the clients' premises or the outsourcers' premises). ❑ Only the named Programme/Section which is a sub-unit of the main Contact Centre is considered to be in-scope.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
Offshore Contact Centre 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.
Greater China Contact Centre Alliance (GCCA) Recognition 大中華區客户中心聯盟嘉許大獎	❑ This is a Recognition Award ❑ No need to apply ❑ To be presented to the top 5 organisations that have achieved the 5 highest scores in the 2022 HKCCA Award.

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Individual Categories – Guiding Principles

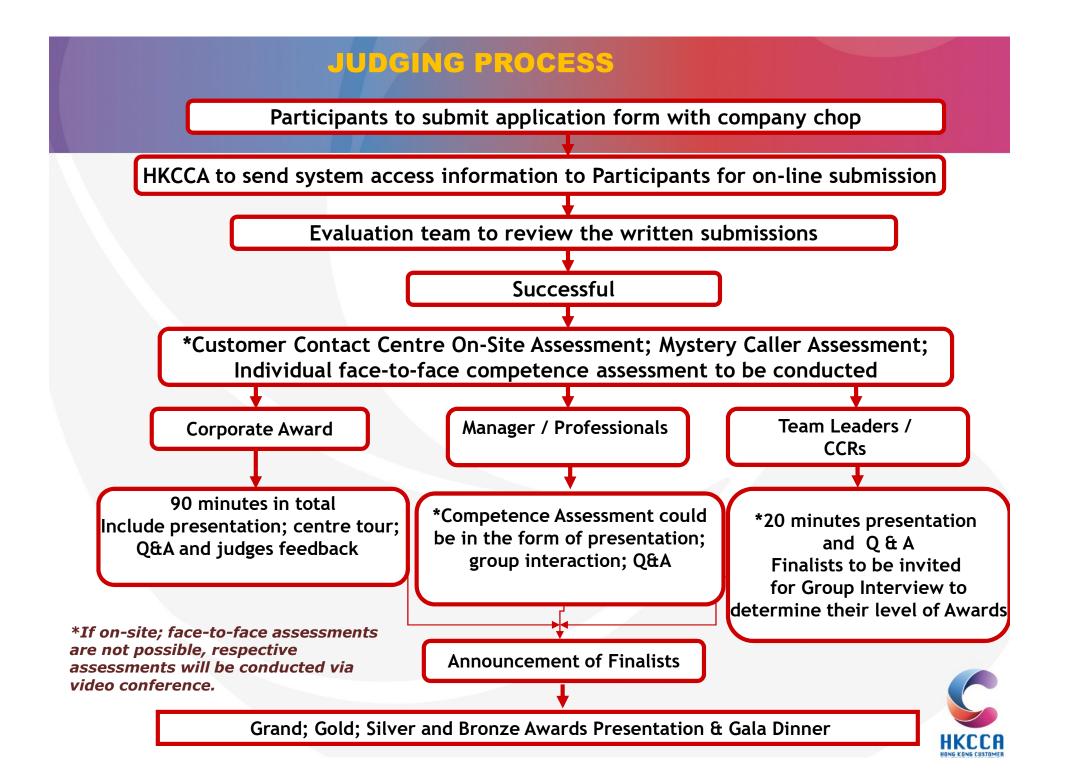| Category	Entry Guidelines
Process Enhancement Champion 流程優化倡導專員	❑ Candidates are responsible for managing and maximising the use of data and insights from some, or all, of respective organisations business intelligence systems. ❑ Be able to demonstrate the impact they have had in the last 12 months through using insights to improve the colleague and/or customer experience or operational effectiveness. ❑ E.g. using product and/or service insights from customer feedback to drive improvements in customer experience or insights from operational metrics used to improve performance of the contact centre operation in any of the KPIs across the balanced scorecard. ❑ They possess deep knowledge of and adhere to relevant regulations and have a close working relationship with the contact centre to fulfil and exceed their data and insight requirements.

Individual Categories – Guiding Principles

Category	Entry Guidelines
Digital Transformation Champion 數碼轉型倡導專員	❑ Candidates should be the key drivers of their centre digital transformation projects or play a significant role in transforming the centre through deploying new technology / digital platforms to enhancing business performance and customer experience. ❑ Possess thorough understanding of the digital cultures and "being a digital native". ❑ Equipped with the skills to influencing stakeholders, is open to crossing boundaries within and outside the organization to orchestrate ideas, people, and resources to get things done.

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JUDGING PROCESS

Participants to submit application form with company chop

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

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Evaluation team to review the written submissions

↓

Successful

↓

*Customer 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

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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 in August 22**

❑ **Customer Contact Centres participate in the MCA Award 2022 to be assessed on the calls/contacts/visits made in August 22**

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

JUDGING CRITERIA - INDIVIDUAL

- ☐ Role & Responsibility
- ☐ Accomplishment
- ☐ Core Competency
- ☐ Personal Qualities
- ☐ Professional Development
- ☐ Customer Testimonials

- ☐ Different sets of questions for:
  - ▪ Managers
  - ▪ Team Leaders
  - ▪ CCRs
  - ▪ Support Professionals

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Competency Assessment for Manager – Inbound / Outbound / B&M

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

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Competency Assessment for Team Leader - Inbound / Outbound / B&M

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

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COMPETENCY ASSESSMENT
CCR – Inbound / Outbound / English speaking / B&M

- ❑ 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 (B&M)
- ❑ Body language (B&M)

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COMPETENCY ASSESSMENT
CCR – Digital

❑ **Service Mentality**

❑ **Sales Aptitude**

❑ **Digital Foundation Skills e.g.**

- **Transacting**
- **Communicating**
- **Handling information and content**
- **Problem solving**

❑ **Being safe and legal online**

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COMPETENCY ASSESSMENT
Digital Transformation Champion

- ❑ Digital Competency
- ❑ Change Management
- ❑ Strategic Thinking
- ❑ Customer Contact Business Knowhow
- ❑ Business Sense
- ❑ Analytical Mind
- ❑ Communication skills
- ❑ Personal Drive and Development

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Competency Assessment
Process Enhancement Champion

- ❑ **Quality Assurance Mechanism Insight**
- ❑ **Interpretation of data**
- ❑ **Knowledge about Customer Contact Management Processes and 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 WEIGHT

- ❑ **Inbound / Outbound / B&M**
  - ▪ **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

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RECOGNITIONS

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

- The 5 highest score participating organisations to receive the GCCA Recognition Award

- The participating organisation with the highest overall score to receive Grand Award of the Year

- Maximum 5 Corporate entries; 3 Functional entries and 3 Individual entries per organisation to be counted

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RECOGNITIONS

- Best of the Best and Best-in-class in Mystery Caller Assessment (MCA) Award to be included in the score calculation.

- Best of the Best and Best-in-class of Phone-in / Online stream and Brick-and-mortar stream in MCA will be counted separately.

- *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 and subject to Government's overseas travel measures. The winners have to remain in the company of his / her enrolment when the tour takes place

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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 in the same Assessment Stream, only Best of the Best score to be included.

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Q & A

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Thank you!!!