Mystery Customer Assessment Award 2023

神秘客戶評審大獎 2023

Kick-off Seminar

Agenda

1.Recap the MCA Recognitions
2.Recap the implementation Schedule
3.Confirm the Best-in-class Groups
4.Explain the bonus point criteria
5.Explain the Assessment and gap period
6.Q&A

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 2023 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)**
- **Commerce (商務組別)**

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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)**

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

o 1 point to be deducted in Round 1 for participants who do not submit the FAQ on time

o Maximum 3 bonus point per round to be given to entry that fulfills "Consistency" criteria (Not applicable to B&M stream)

o Bonus point to be awarded to "phone-in" , "online" contacts and "Face-to-face" visits that fulfil "Easy-to-access" criteria

o 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		50 Point	100 Point
	Poor		Average	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 23 (Cantonese)

Kick-off meeting with new participants – 16 Jan to 3 Feb 23

Deadline for enrolment – 10 Feb 23

Deadline for FAQ submission – 17 Feb 23

Kick–off Seminar – 23 Feb 23

Assessment Period – 1 March to 31 August 23

Reporting of Performance – May; July; Nov 23

Result Announcement & Award Presentation – 3 Nov 23

Round	Assessment Period	Report Date (to participants)	Gap Period
Round 1	6 Mar – 16 Apr 2023	2 May 2023	--
Round 2	8 May – 18 Jun 2023	3 Jul 2023	1 May – 7 May 2023
Round 3	10 Jul – 20 Aug 2023	6 Nov 2023 (Award List 11 Sept 2023)	3 Jul – 9 Jul 2023

2022 Entries

Phone-in / Online stream: 65
Brick & Mortar stream:12

Total: 77

New entries: 9

Mode of assessment
Phone-in: 39
Online: 4
On-site: 22
Face-to-face: 12

Contact Information

Telephone: 3966 2852

Email: secretariat@hkcca.com

Website: www.hkcca.com

Thank You