

**Hong Kong
Customer Contact
Association
(HKCCA)
Award *2026***

THEME

Human-in-the-loop

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OBJECTIVES

- ❑ **To recognize the best of the best within the customer contact industry in Hong Kong and Asia Pacific**
- ❑ **To inspire excellence and continuous improvement**
- ❑ **To learn and share best practices in customer contact management**

ELIGIBILITY

- ❑ **All customer centres based in Hong Kong that provide services to customers from Hong Kong through phone; online or brick & mortar channels**
- ❑ **All customer centres provide services to Hong Kong customers that are operated outside of Hong Kong**
- ❑ **All customer centres within the Greater China region that provide services to customers for respective markets**

AWARD CALENDAR

Award Launch	27 March 26
Application Deadline	30 April 26
Written Submission Deadline	29 May 26
On site Assessment	22 Jun - 3 Jul 26
Mystery Customer Assessment (designated categories)	16 – 31 July 26
Competency Assessment for Individual	22 Jun - 3 Jul 26
Announcement of Finalists	4 September 26
Award Presentation & Gala Dinner	6 November 26 (to be confirmed)

AWARD CATEGORIES - Corporate

- Customer Centre of the Year (#Inbound / #Outbound / Brick-and-mortar)**
 - **Public Service and Utilities**
 - **Banks and Loan Institutions**
 - **Insurance and Finance**
 - **Telecommunications**
 - **Transports and Logistics**
 - **Travel and Hospitality**
 - **Living and Entertainment**
 - **Commerce**

- #Off-shore Customer Centre of the Year**
- Customer Centre Outsourcing Vendor of the Year***
- Greater China Contact Centre Alliance (GCCA) - Recognition Award**

Top 2 winners of these categories to be eligible to compete in CC-APAC Awards 2026

* Mystery Customer Assessment will not be needed

AWARD CATEGORIES - Functional

- #Best Customer Loyalty Programme *(New)***
- #AI-Driven Customer Experience Initiative of the Year**
- #Best Customer Centre in Voice of the Customer (VOC) Management**
- #Best Customer Centre in Training and People Development**
- #Most Innovative Use of Technology in Customer Service**
- #Best Customer Centre in Employee Engagement**
- #Best Customer Centre in Digital Transformation**
- Best Outsourced Customer Centre Client programme**
- Best Customer Centre in Quality Management**
- Best Customer Centre in Fraud Risk Management**
- Best Customer Centre in Environmental, Social and Governance**

Top 2 winners of these categories are eligible for nomination to compete in CC-APAC Award 2026



CC-APAC Regional Awards 2026

- **Hosted by Contact Centre Association of Malaysia (CCAM)**
- **Award Application: to be confirmed**
- **Video Submission: to be confirmed**
- **Award Judging: Virtual, dates to be confirmed**
- **CC-APAC Awards Presentation & Dinner: 26 Nov 2026**
- **Venue: Sunway Resort Hotel, KL, Malaysia**
- **Eligibility: Top two winners of respective categories in local association's award competition**
- **Restriction: Each association can only nominate two participants in each category**
- **Each company can only be nominated for a maximum of two categories**
- **Fee per entry – to be confirmed**

CATEGORIES MATCHING

CC-APAC Awards	HKCCA Award
<input type="checkbox"/> Contact Centre Operations	<input type="checkbox"/> Customer Centre of the Year (inbound) <input type="checkbox"/> Off-shore Customer Centre of the Year
<input type="checkbox"/> Business Contribution	<input type="checkbox"/> Customer Centre of the Year (Outbound) <input type="checkbox"/> Best Customer Centre in Digital Transformation
<input type="checkbox"/> Technology Innovation	<input type="checkbox"/> Most Innovative Use of Technology in Customer Service <input type="checkbox"/> AI-Driven Customer Experience Initiative of the Year
<input type="checkbox"/> Employee Engagement	<input type="checkbox"/> Best Customer Centre in Employee Engagement <input type="checkbox"/> Best Customer Centre in Training and People Development
<input type="checkbox"/> Customer Experience	<input type="checkbox"/> Best Customer Loyalty Programme <input type="checkbox"/> Best Customer Centre in Voice of the Customer Management

AWARD CATEGORIES - Individual

- ❑ **Customer Centre Manager of the Year (Inbound/Outbound/B&M)**
最佳客戶中心經理(呼入/外呼/實體)
- ❑ **Customer Centre Team leader of the Year (Inbound/Outbound/B&M)**
最佳客戶中心小組組長(呼入/外呼/實體)
- ❑ **Customer Contact Professional of the Year (Inbound/Outbound/digital/English speaking/B&M)**
最佳客戶中心客服專員(呼入/外呼/實體/數碼服務/英語)
- ❑ **Customer Centre Training Professional of the Year**
最佳客戶中心培訓專員
- ❑ **Quality Management Professional of the Year**
最佳客戶中心品質管理專員

AWARD CATEGORIES - Individual

- ❑ **Customer Centre Recruitment Professional of the Year**
最佳客戶中心招聘專員
- ❑ **Customer Centre Technical Support Professional of the Year**
最佳客戶中心技術支援專員
- ❑ **Customer Centre Workforce Management Professional of the Year**
最佳客戶中心人員編制管理專員
- ❑ **Customer Centre Digital Transformation Champion of the Year**
最佳數碼轉型倡導專員
- ❑ **Customer Experience Champion of the Year**
最佳客戶體驗倡導專員
- ❑ **Customer Centre Rising Star of the Year***
客戶中心明日之星

Remark:

Candidates for respective categories need to be in that capacity for at least 12 months as on 1st April 2026 except for Rising Star.

***For candidates who have been in the customer contact industry for under 12 months**

Corporate Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="100 418 622 579">Customer Centre of the Year (Inbound / Outbound)</p> <p data-bbox="100 644 602 694">最佳呼入/外呼客戶中心</p>	<ul data-bbox="668 418 1769 1148" style="list-style-type: none"><li data-bbox="668 418 1769 636">❑ Customer centres being managed within the organisation where the work done predominantly involves handling customer interactions via telephone, email and/or social media.<li data-bbox="668 644 1769 805">❑ Customer centre whose major activity is of inbound nature (around 80%) is eligible for Inbound categories.<li data-bbox="668 812 1769 1031">❑ Customer centre whose major activity is of outbound nature (around 80%); it could be telemarketing or customer relationship management, is eligible for outbound categories.<li data-bbox="668 1038 1769 1148">❑ The categories are open to contact centres irrespective of their size.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="131 439 653 602">Customer Centre of the Year (Brick & Mortar)</p> <p data-bbox="131 668 614 716">最佳實體客戶服務中心</p>	<ul data-bbox="759 439 1742 888" style="list-style-type: none"><li data-bbox="759 439 1742 716"><input type="checkbox"/> 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.<li data-bbox="759 782 1742 888"><input type="checkbox"/> Open to customer centres of different sizes; nature of business and mode of operations.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="100 408 598 508">Public Service and Utilities</p> <p data-bbox="100 579 633 628">公共服務及公用事業組別</p>	<ul data-bbox="726 408 1738 742" style="list-style-type: none"><li data-bbox="726 408 1738 514"><input type="checkbox"/> Open to all customer centres that provide public services to the general public.<li data-bbox="726 579 1738 742"><input type="checkbox"/> The customer centres to be managed by Government departments; statutory bodies or utility organisations.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
Banks and Loan Institutions 銀行及貸款機構組別	<input type="checkbox"/> Open to all customer centres that provide comprehensive banking or specific banking / loan services.
Insurance and Finance 保險及金融組別	<input type="checkbox"/> Open to all customer centres that provide comprehensive or specific insurance services or Mandatory Provident Fund (MPF) / Retirement related services.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
Telecommunications 電訊組別	<input type="checkbox"/> Open to all customer centres that provide comprehensive or specific telecommunication services / products.
Transports and Logistics 運輸與物流組別	<input type="checkbox"/> Open to all customer centres that provide transportation or delivery related services.

Corporate Categories – Guiding Principles

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

Corporate Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="131 439 421 482">Commerce</p> <p data-bbox="131 554 328 602">商務組別</p> <p data-bbox="131 839 390 882"><i>Remarks:</i></p>	<p data-bbox="755 439 1812 659"><input type="checkbox"/> Open to all customer 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.</p> <p data-bbox="755 839 1676 945"><i>The decision of grouping entries into respective categories rests with the Organiser.</i></p>

Corporate Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="0 344 598 501">Customer Centre Outsourcing Vendor of the Year</p> <p data-bbox="0 572 440 622">最佳客户中心外包商</p>	<ul data-bbox="716 344 1908 1243" style="list-style-type: none"><li data-bbox="716 344 1843 451">❑ This category is in recognition of the customer contact management outsourcing services providers.<li data-bbox="716 515 1908 793">❑ The entries of this category must represent all of its client programmes whether their programmes share customer centre resources (such as quality assurance, workforce management, training, project management etc.) or have designated resources for each programme.<li data-bbox="716 858 1843 1022">❑ This category also covers co-sourced customer centres (whether on the clients' premises or the outsourcers' premises).<li data-bbox="716 1086 1908 1243">❑ In this category, the entire outsourced customer centre/s including any sub-units are considered to be in-scope and the seat size refers to the entire customer centre/s.

Corporate Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="92 372 600 479">Offshore Customer Centre of the Year</p> <p data-bbox="92 486 484 539">最佳離岸客戶中心</p> <p data-bbox="92 715 716 879">Greater China Contact Centre Alliance (GCCA) Recognition</p> <p data-bbox="92 886 730 993">大中華區客戶中心聯盟嘉許大獎</p>	<ul data-bbox="799 372 1779 1222" style="list-style-type: none"><li data-bbox="799 372 1779 594">❑ Customer centre whose major activity involves servicing Hong Kong customers via Telephone, email and / or social media; and is operated outside of Hong Kong.<li data-bbox="799 658 1779 708">❑ This is a Recognition Award. No need to apply<li data-bbox="799 772 1779 993">❑ The top 5 organisations that have achieved the 5 highest scores in HKCCA Award 2026 will be nominated to receive this Recognition Award.<li data-bbox="799 1058 1779 1222">❑ This accolade will only be presented to the nominated organisations that attend the GCCA Award presentation.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="34 315 633 418">Best Customer Loyalty Programme</p> <p data-bbox="34 486 571 539">最佳顧客忠誠獎勵計劃</p>	<ul data-bbox="755 315 1912 1428" style="list-style-type: none"><li data-bbox="755 315 1912 539">❑ Define Clear Objectives: Purpose of the Program - Identify what the loyalty program aims to achieve (e.g., increase retention, boost sales, enhance customer satisfaction).<li data-bbox="755 544 1912 768">❑ Customer Engagement: Evaluate how effectively the program engages customers. This can include participation rates, feedback mechanisms, and active user metrics.<li data-bbox="755 772 1912 939">❑ Benefits and Rewards: Explain the attractiveness of rewards offered. Are they meaningful to the target audience?<li data-bbox="755 943 1912 1110">❑ Ease of Use: Look at how user-friendly the program is. Can customers easily understand and navigate through the program?<li data-bbox="755 1115 1912 1339">❑ Innovation & Creativity: Assess any unique features or innovations in the loyalty program that differentiate it from competitors. Does the program leverage technology?<li data-bbox="755 1343 1912 1428">❑ Performance Metrics: Present KPIs used to measure the success of the programme

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="54 332 664 472"><input type="checkbox"/> Most Innovative Use of Technology in Customer Service</p> <p data-bbox="54 596 645 711">最佳客戶服務創新科技應用</p>	<ul style="list-style-type: none"><li data-bbox="726 332 1901 496"><input type="checkbox"/> Clear Objectives: Define specific goals for the technology initiative, such as enhancing customer experience, increasing efficiency, or improving response times.<li data-bbox="726 565 1901 725"><input type="checkbox"/> Innovation: Highlight how the technology is innovative compared to existing solutions in the market; emphasize unique features or approaches.<li data-bbox="726 793 1901 953"><input type="checkbox"/> Implementation Strategy: Provide a detailed description of the implementation process, including timelines, stakeholder involvement, and any challenges faced.<li data-bbox="726 1022 1901 1182"><input type="checkbox"/> Measurable Impact: Include quantitative and qualitative metrics to demonstrate the effectiveness of the technology in improving customer service outcomes.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="19 385 637 528">Best Customer Centre in Environmental, Social and Governance (ESG)</p> <p data-bbox="19 592 647 699">最佳環保、社會責任及企業管治客戶中心</p>	<ul data-bbox="705 385 1903 1399" style="list-style-type: none"><li data-bbox="705 385 1903 549">❑ ESG Commitment: Clearly articulate the organization’s commitment to environmental, social, and governance principles within the customer center.<li data-bbox="705 556 1903 778">❑ Sustainable Practices: Highlight specific sustainable practices implemented in the customer center, such as reducing carbon footprint, waste management, and resource conservation.<li data-bbox="705 785 1903 1006">❑ Social Responsibility Initiatives: Showcase programs aimed at benefiting the community, such as volunteering, diversity and inclusion efforts, and customer engagement in social causes.<li data-bbox="705 1013 1903 1178">❑ Governance Policies: Describe governance practices that ensure ethical operations, transparency, and accountability within the customer center.<li data-bbox="705 1185 1903 1399">❑ Impact Measurement: Present metrics and KPIs used to measure the impact of ESG initiatives on customer satisfaction, community engagement, and overall business performance.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="112 382 591 601">Best Customer Centre in Training and People Development</p> <p data-bbox="112 668 649 772">最佳培訓及人才發展客戶中心</p>	<ul data-bbox="716 382 1721 882" style="list-style-type: none"><li data-bbox="716 382 1721 544">❑ Award to be presented to customer centres that have a well established people strategy; training and development mechanism.<li data-bbox="716 611 1721 882">❑ Customer centres that have demonstrated excellence in controlling employee attrition, providing effective training to newly recruits as well as existing staff and develop talent for business growth.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="48 382 705 545">Best Customer Centre in Voice of the Customer Management</p> <p data-bbox="48 611 633 659">最佳顧客心聲管理客戶中心</p>	<ul data-bbox="763 386 1792 1225" style="list-style-type: none"><li data-bbox="763 386 1792 596"><input type="checkbox"/> For customer service providers that truly listen to their customers - gather, analyze, and act on customer feedback to create a customer-centric culture.<li data-bbox="763 672 1792 825"><input type="checkbox"/> Be able to make meaningful improvements to the customer experience based on data and insights from the feedback collected.<li data-bbox="763 901 1792 1225"><input type="checkbox"/> 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 the customer satisfaction.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="131 415 745 519">Best Customer Centre in Quality Management</p> <p data-bbox="131 582 614 634">最佳質量管理客戶中心</p>	<ul data-bbox="813 415 1731 686" style="list-style-type: none"><li data-bbox="813 415 1731 686"><input type="checkbox"/> Award to be presented to customer centres that have leveraged well defined and/or implemented processes for Service Quality; Customer Satisfaction; Customer Complaint and Feedback management.

Functional Categories – Guiding Principles

Category

Best Customer Centre in Digital Transformation

最佳數碼轉型客戶中心

Entry Guidelines

- 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.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="131 411 718 576">Best Customer Centre in Employee Engagement</p> <p data-bbox="131 639 614 691">最佳員工參與客戶中心</p>	<ul data-bbox="813 416 1789 1088" style="list-style-type: none"><li data-bbox="813 416 1789 802">❑ 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.<li data-bbox="813 873 1789 1088">❑ 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.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p>Best Customer Centre in Fraud Risk Management</p> <p>最佳欺詐風險管理客戶中心</p>	<ul style="list-style-type: none"><input type="checkbox"/> Award to be presented to organisations that are effective in fraud risk management. <input type="checkbox"/> Submissions should outline the mechanisms and processes that are in place to tackle fraudulent activities including but not limit to:<ul style="list-style-type: none">• Risk Assessment• Data Analysis and Monitoring• Fraud Awareness and Training• Response and Investigation

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="19 392 598 492">Best AI-Driven Customer Experience Initiative</p> <p data-bbox="19 556 598 664">最佳人工智能驅動客戶體驗計劃</p>	<ul data-bbox="666 392 1903 1292" style="list-style-type: none"><li data-bbox="666 392 1903 549">❑ Objective: Clearly define the goals of the AI initiative, such as improving customer satisfaction, streamlining processes, or personalizing interactions.<li data-bbox="666 564 1903 721">❑ AI Technology Utilization: Detail the specific AI technologies used (e.g., chatbots, machine learning, predictive analytics) and how they enhance the customer experience.<li data-bbox="666 735 1903 892">❑ Customer-Centric Design: Showcase how the initiative prioritizes customer needs, ensuring that AI solutions are user-friendly and accessible.<li data-bbox="666 906 1903 1063">❑ Integration with Existing Systems: Explain how the AI initiative integrates with current systems and processes to create a seamless experience across all touchpoints.<li data-bbox="666 1078 1903 1292">❑ Impact Measurement: Present key performance indicators (KPIs) used to measure the success of the initiative, including customer feedback, engagement metrics, and operational efficiency.

Functional Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="40 386 664 548">Best Outsourced Customer Centre Client programme</p> <p data-bbox="40 615 519 662">最佳外包客戶中心項目</p>	<ul data-bbox="745 386 1881 1343" style="list-style-type: none"><li data-bbox="745 386 1881 548">❑ This category is in recognition of the customer management projects being outsourced whether they are operated in Hong Kong or elsewhere.<li data-bbox="745 615 1881 943">❑ 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.<li data-bbox="745 1015 1881 1176">❑ This category also covers co-sourced customer centres (whether in the clients' premises or the outsourcers' premises).<li data-bbox="745 1243 1881 1343">❑ Only the named Programme/Section which is a sub-unit of the vendor is considered to be in-scope.

Individual Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="67 349 506 564">Customer Experience Champion of the Year</p> <p data-bbox="67 635 550 685">最佳客戶體驗倡導專員</p>	<ul data-bbox="656 349 1864 1078" style="list-style-type: none"><li data-bbox="656 349 1864 506">❑ Candidate can be individuals in any role who advocate and drive change to enhance the customer experience for their organisation.<li data-bbox="656 578 1864 849">❑ These individuals go above and beyond to ensure the customer experience is optimised. They may be in project roles, business improvement roles, support roles, or delivering beyond their title to advocate and drive change for the customer.<li data-bbox="656 921 1864 1078">❑ Be able to demonstrate using product and/or service insights from customer feedback to drive improvements in customer experience

Individual Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="67 349 618 506">Quality Management Professional of the Year</p> <p data-bbox="67 578 608 678">最佳客戶中心品質管理專員</p>	<ul data-bbox="656 349 1864 906" style="list-style-type: none"><li data-bbox="656 349 1864 449">❑ Candidate should possess sound knowledge of Quality Management mechanism<li data-bbox="656 521 1864 678">❑ Be able to demonstrate using data/insights collected to improve the colleague and/or customer experience or operation effectiveness.<li data-bbox="656 749 1864 906">❑ The candidate's role goes beyond transactions monitoring; compliance assurance; enhancing performance through the provision of feedback and coaching.

Individual Categories – Guiding Principles

Category	Entry Guidelines
<p data-bbox="30 376 471 591">Digital Transformation Champion of the Year</p> <p data-bbox="30 662 517 711">最佳數碼轉型倡導專員</p>	<ul data-bbox="614 376 1746 1110" style="list-style-type: none"><li data-bbox="614 376 1746 654">❑ 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.<li data-bbox="614 719 1746 825">❑ Possess thorough understanding of the digital cultures and “being a digital native”.<li data-bbox="614 891 1746 1110">❑ 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.

Individual Categories – Guiding Principles

Category

Customer Centre Rising Star of the Year

客戶中心明日之星

Entry Guidelines

- This award category recognises emerging talent who have been in the customer contact industry for under two years
- They have demonstrated strengths and capabilities that indicate strong potential for career growth within their organisation and beyond.
- Candidates exemplify the qualities and aptitude to excel and can be in any role within an operation.
- Nominations for this award category are made by a manager, colleague or peer (nominator) or the candidate himself.
- The written submission to be completed by the candidate-not the nominator.**

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

*Customer Centre On-Site Assessment; Mystery Customer Assessment;
Individual face-to-face / online competency assessment to be conducted

Corporate / Functional

Manager / Professionals

Team Leaders /
CCPs

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

*30 mins Competency
Assessment. It could be in the
form of Interaction with
judges; group interaction; Q&A

*20 minutes
interaction with judges
and Q & A
Finalists to be invited
for Group Interview to
determine their level of Awards

**Competency Assessment could be conducted face-to-face or online. The Mode of assessment to be confirmed together with the assessment schedule*

Announcement of Finalists

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

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)

JUDGING CRITERIA - CORPORATE

☐ Customer Experience

☐ Performance

- KPIs
- Service Performance
- Revenue Performance
- Quality Performance

☐ Cost Efficiency

☐ Infrastructure & Technology

- Technology Utilization
- Customer Centre Environment

☐ Continuous Improvement

☐ Other Best Practices & Innovations

MYSTERY CUSTOMER ASSESSMENT

- To be conducted in July 2026**
- Customer centres participate in the MCA Award category 2026 to be assessed on the calls/contacts/visits made in the 3rd Round. No extra assessment will be made.**
- Outbound customer centre participants already attained P2P Code of Practice Certification will not be required to do additional assessment.**

JUDGING CRITERIA - INDIVIDUAL

Written Submission

- **Role & Responsibility**
- **Accomplishment**
- **Core Competency**
- **Personal Qualities**
- **Professional Development**

Different sets of questions for:

- **Managers**
- **Team Leaders**
- **Customer Contact Professionals (CCP)**
- **Support Professionals**



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**

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**

COMPETENCY ASSESSMENT

CCP – 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)**

COMPETENCY ASSESSMENT

CCP – Digital

- 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 Transformation Champion

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

Competency Assessment

Customer Experience Champion

- Customer Experience Management Insights**
- Interpretation of data**
- Knowledge about Customer Contact**
- Management Processes and Systems**
- Customer Feedback Management**
- Communication Skills**
- Business Sense**
- Confidence**
- Personal Drive and Development**

Competency Assessment Quality Management Professional

- Quality Management Mechanism Insight**
- Interpretation of data**
- Knowledge about professional Quality Management Systems**
- Customer Feedback Management**
- Business Sense**
- Communication Skills**
- Confidence**
- Personal Drive and Development**

Competency Assessment Training Professional

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

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**
- Personal Development**

Competency Assessment Recruitment Professional

- Knowledge about recruitment planning and channels**
- Knowledge about respective customer centre position requirements**
- Skills and methods in selection interview**
- Knowledge about staff retention and attrition management**
- Communication Skills**
- Strategic thinking**
- Confidence**
- Personal Drive and Development**

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**



Competency Assessment Customer Centre Rising Star

- Effective Communication**
- Humility**
- Initiative**
- Organization**
- Courage under Pressure**
- Ability and Willingness to Adapt**
- Internal Motivation**
- Self-Confidence**

SCORE WEIGHT

- ❑ **Inbound; Outbound; B&M; Offshore**
 - **Written Submission** 30%
 - **On site Assessment** 50%
 - **Mystery Customer Assessment** 20%

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

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

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 (except for categories with preliminary assessment)**
- ❑ **The 5 highest score participating organisations to be nominated to receive the GCCA Recognition Award**
- ❑ **Top 2 winners of designated categories to be eligible for nomination to compete in CC-APAC Awards 2026**
- ❑ **The participating organisation with the highest overall score to receive the Grand Award of the Year accolade**
- ❑ **Maximum 5 Corporate entries; 3 Functional entries and 3 Individual entries per organisation to be counted**



RECOGNITIONS

- ❑ **Best of the Best, Best Omni-channel Service Provider and Best-in-class in Mystery Customer 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 contact centre benchmarking trip outside of Hong Kong with flights and accommodation covered.**

**** This recognition is non-transferable; non-refundable and non-extendable. The winners have to remain in the company of his / her enrolment when the trip takes place.***

SCORE ALLOCATION

❑ **Corporate Categories; Mystery Customer 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**

MCA Best of the Best; Best Omni-channel Service Provider: 12 points

MCA Best-in-class: 9 points

Remarks:

When the 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.

Q & A

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Thank you!!!