

Call North West launch the...

# NORTHERN

## Contact Centre Awards

### NORTHERN CONTACT CENTRE AWARDS 2020

IMPORTANT  
UPDATED  
AUGUST 2020

## Toolkit

The deadline for entries is  
5pm, Friday 21<sup>st</sup> August 2020



CALL  
NORTH  
WEST

Headline sponsor

**EVERYCLOUD**  
COMMUNICATIONS  
IN PARTNERSHIP  
**8x8**

# CONTENTS

IT'S TIME TO SHOWCASE YOUR CENTRE AND STAFF	3
DATES AND DEADLINES	4
HOW TO ENTER	5
TERMS & CONDITIONS	6
CATEGORIES	7
Individual Categories	7
Team and Company Categories	9
COVID-19 Crisis Resilience Categories	12
HINTS & TIPS	14
JUDGING PROCESS	14

The deadline for entries is  
5pm, Friday 21<sup>st</sup> August 2020



# IT'S TIME TO SHOWCASE YOUR CENTRE AND STAFF IN THE NEW NORTHERN CONTACT CENTRE AWARDS 2020

We are delighted to announce that this year we are making the Call North West Annual Awards even greater than they already are! The Northern Contact Centre Awards 2020 is open to all contact centres based in the North of England ensuring that we can capture the true 'northern spirit' and superb centres in one extraordinary event. The Northern Contact Centre Awards will be an extraordinary night, reflecting an extraordinary year. The most prestigious northern contact centre awards of 2020.

The Northern Contact Centre Awards offer a superb opportunity to showcase the amazing work you and your teams deliver throughout the year, as well as the unique opportunity to thank all for their extraordinary commitment throughout the COVID-19 crisis reflected in the dedicated COVID-19 crisis categories.

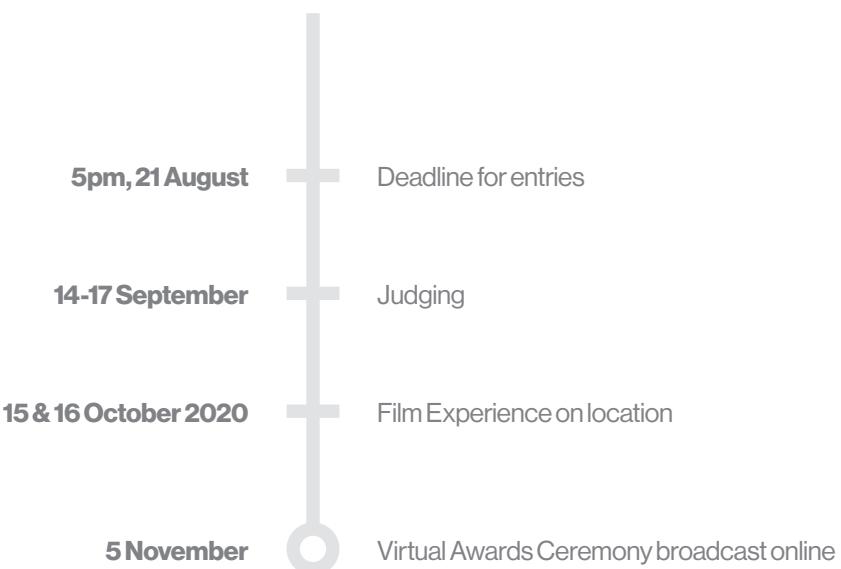
The Northern Contact Centre Awards 2020 give all in the business the chance to get involved in what will be a fantastic occasion – make sure you acknowledge your teams for their commitment and outstanding contribution they make to the business, delivering outstanding

service to your customers. This year has to be recognised as exceptional, so ensure you engage with all by creating the opportunity to bring everyone together to help write your entries, reflect on the many outstanding contributions both individuals and teams have made throughout and make this a positive and memorable year for all the right reasons.

Ensure your business has a positive goal to look forward to – The Northern Contact Centre Awards, a truly amazing opportunity to celebrate. We look forward to an exceptional night reflecting an exceptional year.



## DATES AND DEADLINES



## HOW TO ENTER

1. Read the Categories & Criteria to select the awards you would like to enter.
2. Read the criteria carefully – check for any specific questions to be answered in your entry and make sure you address each element in your response.
3. All entries must be accompanied by an entry form.
4. Please read the Terms and Conditions to ensure that you are eligible and meet the entry requirements.
5. Entries are free and the number of categories you can enter is unlimited – however you can only make up to three entries per category.
6. Remember to submit before the deadline – 5pm, FRIDAY 21<sup>ST</sup> AUGUST 2020.
7. Finalists will be announced on the Call North West website. Individual finalists (except Hero) and Team finalists will be invited to meet an independent group of industry experts in September. Finalists in the Contact Centre of the Year category will be required to showcase their centre during site visits in September or October. The Hero category will be judged via written entry.
8. All finalists will join us at our spectacular Film Experience on location on 15 & 16 October 2020. The winners will be revealed during our virtual Award Ceremony on THURSDAY 5 NOVEMBER.
9. Any queries? If you have any queries regarding entries please contact the event manager, Tracy Marsh at [tracy@marshmarketing.co.uk](mailto:tracy@marshmarketing.co.uk)



The deadline for entries is  
5pm, Friday 21<sup>st</sup> August 2020

# TERMS & CONDITIONS

By entering the competition, entrants are deemed to have accepted and agreed to be bound by the following Terms and Conditions:

- 1.** The awards are free to enter.
- 2.** The awards are open to any company supplying contact centre based in the North of England employing more than five staff.
- 3.** Any initiatives submitted must have been carried out within a contact centre based in the North of England from May 2019 to August 2020.
- 4.** All questions should be completed in full unless otherwise stated.
- 5.** You can enter as many categories as you wish but only three entries are permitted into any one category per contact centre.
- 6.** Your application will be judged on the information you provide in your entry so please make sure you provide as much detail as possible.
- 7.** You are responsible for entering your organisation into the correct category(ies).
- 8.** Call North West cannot accept any liability for loss, damage or cost of submissions.
- 9.** Information will be treated in confidence and not disclosed to anyone other than the judges.
- 10.** The judges' decision is final. Judges may not be contacted by entrants in any way or means during the competition. Any attempt to do so may result in your application being rejected.
- 11.** Information will be treated in confidence and not disclosed to anyone other than the judges.
- 12.** The judges decision is final. Judges may not be contacted by entrants in any way or means during the competition. Any attempt to do so may result in your application being rejected.
- 13.** The initial judging will be paper-based and carried out by an independent group of industry experts.
- 14.** All finalists will be required to purchase their tickets to attend the Film Experience on location on 15 & 16 October 2020. The winners will be revealed during our virtual Award Ceremony on THURSDAY 5 NOVEMBER.
- 15.** Winners and highly commended finalists must be willing to take part in any publicity or promotional activity requested by the award organisers.
- 16.** Table Booking Terms & Conditions:  
Please note that cancellation fees are applicable on all ticket / table bookings:
  - Within 90 days of the event = 75% of total.
  - Within 60 days of the event = 100% of total.

# CATEGORIES

## **Individual Categories**

- All individual entrants must be nominated by one manager within the organisation who will receive all communications regarding the entrant.
- All individual entries should be written in the third person and the individual nominated must approve the entry.
- Please ensure that your entries:
- Describe the individual's role and responsibilities within the organisation.
- Demonstrate why the individual is exceptional and deserves recognition.
- Outline the individual's performance or targets from March 2019 to August 2020 and their achievements to date against them
- Define any activities, projects or initiatives that the individual has undertaken, taken part in or instigated – which has enhanced performance or standards.
- Indicate what impact this has had on teams/departments or the organisation and provide evidence of achievement.
- Submissions should be no more than 4-sides of A4 in a 12-point typeface. Up to 2 additional pages in appendix will be accepted.
- Please ensure you complete the company information in the box on the front page of each entry form.

### **Customer Service Agent of the Year**

This category is for individuals at advisor grade who have demonstrated exceptional levels of service and vocational competence. We are looking for an Agent who gives their all to provide excellent customer service and support to their colleagues and consistently delivers a high performance as an adviser. When completing the entry consideration should be given to goals and achievements in performance, initiative, self-development, exceptional service and inspiration. What values and behaviours does this person demonstrate that makes them extra special and how do they make a real difference to the organisation.

### **Sales Agent of the Year**

This category is for individuals working at advisor grade in a sales capacity. Entrants should demonstrate exceptional levels of sales and vocational competence. When completing the entry consideration should be given to goals and achievements in performance, initiative, self-development, exceptional service and inspiration. What values and behaviours does this person demonstrate that makes them extra special and how do they make a real difference to the organisation.

### **Team Leader of the Year**

This category is for individuals who have been employed in the role for a minimum of six months and who can demonstrate exceptional leadership, first-line management skills and vocational competence. The Team Leader is a professional and inspirational person who leads by example and takes responsibility for the team. When completing the entry consideration should be given to goals and achievements in performance, people engagement, leadership, customer-centric and people development.

### **Support Person of the Year**

This category is open to non-managers employed in a support role within the contact centre in any function, for example: IT, Resource planning, administration, operations, logistics, facilities management, human resources, catering. When completing the entry consideration should be given to professionalism, performance, initiative and personal development. The support person of the year will be a shining example and entries will demonstrate how the contact centre would not be the same without this person.

## **Newcomer of the Year**

This category will identify an individual (non-manager) working in a frontline role for a minimum of six months. How has this individual made a difference in such a short period of time? Consideration should be given to interpersonal skills, professionalism, initiative and performance.

## **Contact Centre Manager of the Year**

This category is for a Contact Centre Manager who manages either a whole centre or where an organisation may have multiple manager's, may manage several team leaders who in turn manage teams. Consideration should be given to how this manager performs against target, people development skills, is this manager at the heart of the organisation, an inspirational leader and does he/she engage contact centre staff in the process of continual improvement?

## **Hero of the Year**

This category will recognise your shining star – someone who has gone over and above the call of duty to enhance the smooth running of the operation of any department and any role within your organisation.

## **Apprentice of the Year**

This category is open to individuals who are employed by their respective company in an Apprentice role. The Apprentice will have been in the role for a minimum of six months, be able to demonstrate how they have embraced the role, by providing excellent service and adding value to their respective department. This entry will give the opportunity for the Apprentice to demonstrate how they intend to progress their career within the contact centre, how they are going to maximise their skills learnt for future progression, and highlight what qualification they are studying to underpin their position be it an NVQ or internal version. When completing the entry consideration should be made how the Apprentice has embraced the values and behaviours of their respective workplace.

## **Trainer/Coach of the Year**

This category is open to Trainers and/or Coaches who deliver training and development to the contact centre. The person will be able to demonstrate how they deliver outstanding training/coaching solutions which in turn continuously improve the skills of those they engage. This person will be able to demonstrate specific plans or courses they have delivered which have resulted in successful outcomes. This person will be able to articulate what makes them a great Trainer/Coach, their passion and enthusiasm for the role and how they have inspired those they work to continuously develop and nurture skills for the present and future needs of the business.

## **Ambassador of the Year**

This category is for those individuals who have a unique role within the Contact Centre. They may be responsible for meeting and greeting visitors and clients to the centre, they may ensure that their fellow colleagues in the Centre are given everything they need to do their job well. They may be the 'go to' person to get an event organised. They have an excellent knowledge of the Contact Centre dynamics and represent the Centre in a true Ambassadorial role.

## **Company Categories**

As these are team categories:

- Entries must be written by the team themselves and endorsed by a line manager.
- Submissions should be no more than 5 sides of A4 written in a 12-point typeface. Up to 4 additional sides of A4 attachments will also be accepted.
- Initiatives submitted must have been carried out from March 2019 to August 2020.

For the Company Awards you need to tell us:

- The background to your project/initiative (Why the company/team initiative was developed, your objectives)
- How it was created/implemented
- What results it has achieved against targets & objectives
- Provide evidence of success – highlight the results – give results, compare against targets and evaluate impact on behaviour and performance
- What challenges were facing your department/organisation / what changes did you want to bring about?

### **Frontline Team of the Year**

This category applies to all 'Frontline Teams' who sit directly within the contact centre and whose primary role is to engage with customers (B2B or B2C) service or sales. This may include (but not exclusive to) a specialist team such as escalations or a team of advisors within a larger centre, a team looking after a specific account, product or service. Consideration should be given to team spirit, performance against targets and objectives, the team's biggest achievements in the past 6-12 months, innovation and leadership.

### **People Development**

This award will recognise companies that successfully address ongoing development needs for individuals, departments and whole organisations to see that business needs are met. The judges will be looking for examples of how people development affects the company ethos and how it is embedded in the company culture.

### **Support Team of the Year**

From a support function team based in a contact centre (eg finance, HR, IT), this award will recognise an initiative delivered by teams or departments. The entry needs to outline the process, the driver(s) for implementation, key performance indicators and provide evidence of positive outcomes. It must also include evidence of the impact of the initiative on the objectives and performance of the business.

### **Customer Engagement**

This award recognises how you deliver exceptional levels of service to your customers and should include details of how you measure customer engagement – targets, performance against targets, KPIs, etc. Evidence can also include details of a multi-channel approach eg: via digital, social, voice and web.

### **People Engagement**

This will be presented to a centre that puts its staff at the heart of the operation. The successful centre shows that front line people are the focus of the business. Your entry should include details of:

- Special initiatives to promote employee engagement
- Health and wellbeing practices
- Evidence should include photographs, KPIs on performance improvement through engagement, plus sickness and retention rates.

## **Business Improvement Strategy**

This award recognises how an organisation has created an improvement strategy for their people, systems or processes. The category can include workforce planning or any other improvement initiative. Evidence will be required of:

- The objectives behind the strategy
- How the strategy was planned, implemented and monitored
- Effective use of internal communication channels to inform staff about the programme and its aims
- The impact on customers, staff and operational/business performance
- Overall results and how the strategy fits into the long term future strategy of the business.

New for  
2020

## **Diversity & Inclusion**

This new category is open to any contact centre who can demonstrate a commitment to supporting a diverse and inclusive workforce in attraction, engagement and retention. Our category is open for campaigns or initiatives that are clearly focused on improving diversity in the workplace and making the organisation accessible to people from a diverse range of backgrounds.

New for  
2020

## **Mental Health & Wellbeing in the Workplace**

This category recognises organisations who have truly invested time and resources into providing an open, supportive and educational environment for their team members who have experienced Mental Health wellbeing challenges - personally or professionally. Those who have gone above & beyond to drive Mental Health & Wellbeing initiatives from a human-led perspective - not just a tick box exercise. The winner will be an organisation that see promoting positive Mental Health as a must - proactively - not just reactively.

New for  
2020

## **Best Recruitment & Retention Strategy**

This award recognises contact centres that best attract, select and retain talent. Centres that can show their recruitment and retention strategies give them an advantage in this highly competitive region whilst helping to uphold a career of choice status for contact centres. The judges will be looking for examples of how your centre's strategy not only gives a great candidate and new starter experience but ensures that your company's values, behaviours and visions are reinforced throughout the processes.

New for  
2020

## **Best Training Programme**

This exciting category gives an opportunity to demonstrate what training packages are on offer within the contact centre teams and this includes any virtual training. The award is open for any training initiatives offered in-house to any role e.g. Agents, Coaches, Team Leaders, Senior Management, support teams. The winning team must be able to illustrate how your training programme is enhancing a role for the individuals within your centre. The judges will be looking for examples of how the programme has assisted with engagement through the learning and development opportunities available, as well as a focus upon the return on investment to the organisation.

New for  
2020

## **Best Agent Induction Programme**

With Training & Development being high on the agenda for any Contact Centre agent of 2020 – this award will be looking for the best induction programme offered for new starters at the beginning of their journey and throughout. The winning programme will demonstrate the investment into the agent population, being able to showcase the implementation of a seamless and welcoming learning environment with a blended approach which considers all types of learners. This category will recognise excellence in Learning and Development opportunities available to engage and inspire the super agents of the future. This does include any virtual induction programmes.

## Digital Team of the Year

Nominated teams will have day to day responsibility for the development and delivery of their non voice digital activity. The team will be responsible for social media, messaging, video and livechat. The team will be able to demonstrate how they have aligned across customer channels and have a good awareness of the tools and techniques available to maximise this channel. They will be clear on their social media strategy and will be consistently delivering against their measures and organisational objectives.

## Outsourced Contact Centre of the Year

This category is for an outsourced contact centre with a highly successful business relationship with their client. To be successful in this category you must demonstrate: A clear understanding of your client's aims and objectives. How you've helped them through the effective and professional delivery of a range of services. How you've implemented two-way communication channels between the outsourcing front line and client decision makers. Evidence of effective integration, investment in client relationship and transparency.

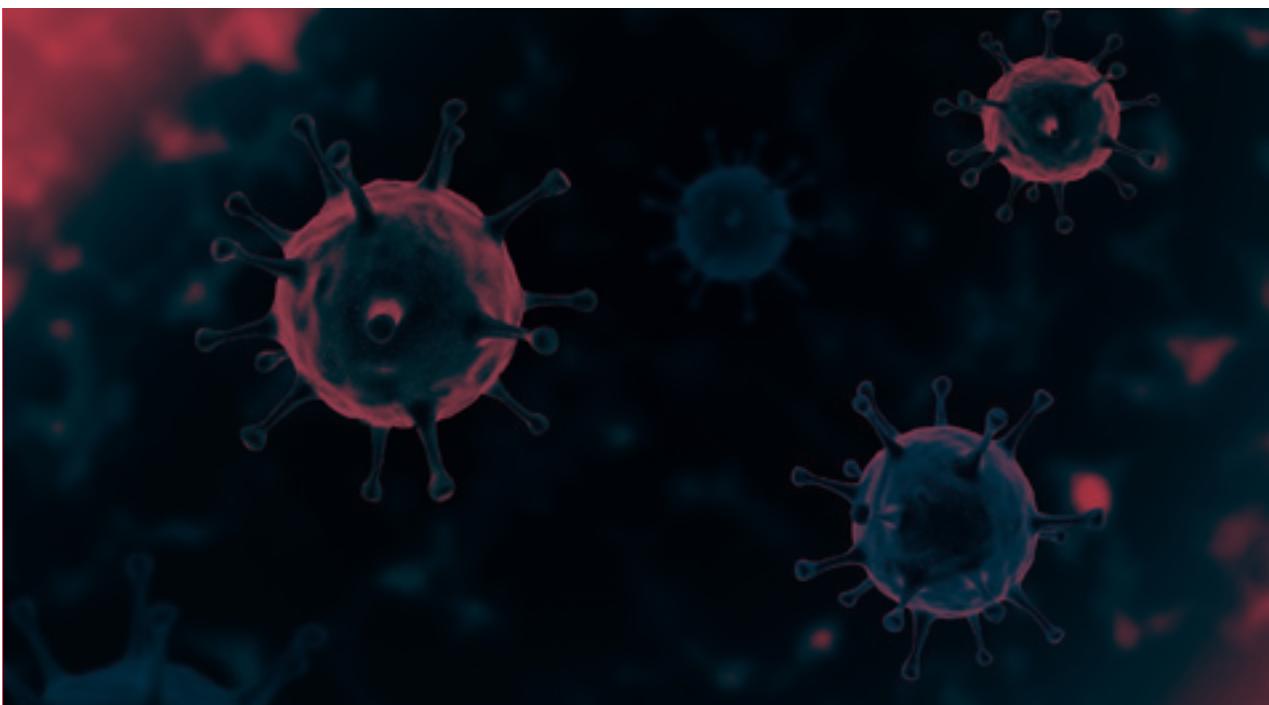
Please address the following questions/requirements:

- Demonstrate your understanding of your client's aims and objectives and how you've worked together to fulfil these successfully.
- Provide two examples of how you've helped them through the effective and professional delivery of a range of services.
- How have you implemented two-way communication channels between the outsourcing front line and client decision makers.
- Provide evidence of effective integration, investment in client relationship and transparency.

## Contact Centre of the Year (In-house)

This award is attributed to an in-house contact centre that demonstrates leading practice for both staff and customers. The judges will be focusing on two areas:

- How you are an employer of choice? The entry should outline your recruitment strategies, what makes you an employer of choice, your commitment to training and development and how you provide a great physical environment to work in.
- How does your centre underpin the running of the overall business? Please include evidence of how the centre contributes to the wider business, how the centre delivers world class service to its customers and what makes the centre an extraordinary place to work in.



## **COVID-19 Crisis Resilience Categories**

To recognise the commitment and outstanding contributions delivered by individuals and teams through this COVID19 Crisis we have launched 5 categories which will give you the chance to thank and recognise all which we feel is justly so, in such extraordinary times.

### **Best Supporting Colleagues Programme**

**COVID-19**

This category gives the opportunity to nominate those who have shown the desire to support their colleagues through this crisis. They will have shown passion and commitment in supporting their colleagues throughout this crisis. This category gives the opportunity to thank any individual, group or team of individuals, highlighting the detail of the said the initiative/activity. Please detail the specific action taken, the benefits gained, and the positive impact it had on the respective recipient/s. We welcome photos, supporting communications and any other such collateral which will reflect your submission.

### **Best Supporting Customers Programme**

**COVID-19**

This category gives the opportunity to nominate those who have championed the customer through this crisis. Entries will demonstrate the way in which the customer has been embraced and recognised throughout as needing extra guidance and care of service delivery. It could be a special initiative geared towards a specific type of customer base or an opportunity to demonstrate how emotional intelligence has been used to great effect to help customers engage and deliver the service they require easily throughout the crisis. Other opportunities could include how the business has recognised and changed the way customers are contacted or received into the business using difference service channel helping them to get the service they require quickly and effectively – above all delivery exceptional customer experience in an exceptionally difficult time. Entries will capture the desire to support the customer through this crisis. They will be able to demonstrate the passion and commitment required as well as highlighting the detail of the said the initiative/activity. Please detail the specific action taken, the benefits gained, and the positive impact it had on the customer. We welcome photos, supporting communications and any other such collateral which will reflect your submission.



**COVID-19**

### **Best Engagement, Health and Wellbeing Programme**

This category gives the opportunity to bring to life all of the wonderful acts of engagement your teams have delivered throughout the crisis. It should also link to how this has enhanced the Health and Wellbeing of the team. How the business has actively taken on board the need to engage with all who have found themselves working in very different circumstances to BAU. This category is designed to encourage you to share the innovation, passion and team spirit that have created a positive culture for all colleagues whether they be working from home or remain in the office. We are looking forward to seeing the wonderful ideas, initiatives and gestures that have ensured all feel connected throughout the crisis and remained well and happy throughout despite the challenges.



**COVID-19**

### **Best Leadership Support including Communications Programme**

A chance to recognise Leaders who have been brave, lead from the front, engaged with their teams and clearly devoted themselves to ensuring that the business and all within it have been informed, cared for and engaged throughout. They may have made some fundamental decisions on how the business will engage with its customer base to give the most resilience and best continuity of service. They will have been ever present – directing the teams and all within it to create a collaborate and caring culture. Submissions can include examples of any communication plans leaders have put in place along with any supporting collateral of such positive leadership. This category can include leaders from all areas of the business.



**COVID-19**

### **Best Homeworking Programme**

The opportunity to submit the programme undertaken by the business to ensure all required non-essential workers work from home safe in the knowledge that their respective wellbeing is at the heart of the business resilience plan. Submissions will detail the determination, creativity and sheer commitment to delivering the Programme. Could include several teams throughout the business who went the extra mile to ensure the smooth landing of the programme. Submissions will give the opportunity to showcase the programme - the advantages and benefits, the positive reactions of the individuals delivering service the enhanced service delivery offer to customers. The agile workforce created by implementing the programme. Supporting collateral will be welcome which will further underpin the submission.



## HINTS & TIPS

Here are some of the top tips from Call North West to complete your entry:

- Read the categories and criteria carefully to decide which categories are appropriate and what the judges are looking for.
- Ensure you provide sufficient evidence (descriptions, testimonials, results, KPIs, etc) to support your entries.
- Make sure you promote the competition in-house to get as many winners as possible from your organisation.
- You can make up to three entries in each category, allowing you to involve as many of your staff from as many departments as you wish.



## JUDGING PROCESS

### Panel Judging Sessions – Individual and Team Finalists

Finalists will be invited to attend a 20-minute virtual panel judging session on Monday 14th & Tuesday 15th September. There will be a panel of three industry professionals that have met the criteria for selection and are fully briefed. Each judge will score the individual or team individually.

### Site Visits – Contact Centre of the Year Finalists

Judged on site at their Centre on Wednesday 16th or Thursday 17th September. This visit will be one hour to include a presentation, judges questions and a tour of the site. Each judge will score the centre independently. If site visits are not possible this judging will also take place virtually.

The winners will be announced at the glamorous Awards Dinner & Ceremony. The judges may also award highly commended certificates to individuals and centres whom they felt deserve special recognition but who may not necessarily have achieved the best mark overall.



# NORTHERN

---

## Contact Centre Awards

### **NORTHERN CONTACT CENTRE AWARDS 2020**

The awards are open for entry. We look forward to receiving your entries.

**To enter, visit:**  
**[www.callnorthwest.org.uk](http://www.callnorthwest.org.uk)**

If you would like more details, please get in touch

**Tracy Marsh**  
Event Manager

E [tracy@marshmarketing.co.uk](mailto:tracy@marshmarketing.co.uk)  
T 07969 536 321