

2017 GTACC Awards Application form

Award Categories

Each Company will submit an application form demonstrating their achievement in one or more of three categories (see GTACC Achievement Awards Overview document for additional detail):

1. Giving Back
2. Service Consistency
3. Client Centricity

GTACC Award Application Instructions:

Step 1: Review the Terms and Conditions and Privacy Statement

Step 2: Complete Authorized Signer Certification

Step 3: Complete Company Information chart and narrative section

Step 4: Complete Contact Centre Information section

Step 5: Awards Section:

Choose one or more of the three award categories to complete

Category 1 – Narrative section only

Category 2 – Contact Centre Metrics and narrative section

Category 3 – Contact Centre Metrics and narrative section

Step 6: Submit your completed application, along with any other supporting material, to awards@gtacc.ca.

Step 7: Cheques should be made payable to GTACC, and mailed to

Sangeeta Bhatnagar

GTACC

212-2 Rean Drive

Toronto, ON

M2K 3B8

2017 GTACC Awards Application form

Terms and Conditions

All submissions become the property of GTACC. All submissions must be received by GTACC on or before the scheduled deadlines. Any submissions received after the deadline, may not be assessed. The determination of finalists by the GTACC judging panel is final. All award winners (organizations and participants) agree to allow GTACC to publish and promote their names and selected information in association with the award. All participating organizations agree to have their submission information used for industry trend analysis and benchmark reporting.

Privacy statement

The GTACC Achievement Awards program is committed to protecting the privacy of the people and organizations that participate through professional and responsible management of information received. GTACC adheres to, and is compliant with Canada's Personal Information Protection and Electronic Documents Act (PIPEDA). Award submissions are confidential between the submitting organization and the GTACC Achievement Awards program. GTACC follows strict 'industry-standard' safeguards and controls to protect all personal information. No personal or corporate information will be sold or distributed to a third party under any circumstances.

Note: Data will only be used to substantiate the categories and will only be shared in aggregate form with other submissions – information may be used to provide trend analysis and benchmarking.

As an authorized representative, I certify that the information submitted on this application is true and accurate to the best of my knowledge:

Authorized signer (print name):	
Title:	
Signature:	
Date:	

Company information:

Company Name:	
Contact Name:	
Contact Title:	
Contact Email Address:	
Contact Telephone:	
Secondary Contact Name:	
Secondary Contact Title:	
Secondary Contact Email Address:	
Secondary Contact Telephone:	
Presenter Name (Company Representative that will present at the GTACC Annual Conference):	
Presenter Title:	
Presenter Email Address:	
Presenter Telephone:	
Company Annual Revenue:	
Company # of Employees:	

Company Information Narrative Section:

Under the headings below, provide a brief corporate overview and description of your business and business model. This will help the judging panel understand your business and overall strategy, providing context for your submission.

Corporate Overview:

Description of your business:

Contact Centre overview - structure and business model:

Contact Centre Information:

The number of in-house full-time agents within your contact centre(s):	
The number of in-house part-time agents within your contact centre(s):	
The number of in-house contact centre locations:	
Type of contact centre (i.e. internal contact centres, sales centres, customer service centres, etc.):	
Channels supported - Inbound, outbound, email, social etc.:	
Business to Business or Business to Client or Both	
Countries if outside Canada	
Is any part of your contact centre outsourced?	
How many outsourced agents support your centre?	
Location(s) of outsourced agents:	
Major success and/or awards over the last 18 months:	

AWARD CATEGORIES

Category Two and Three only – please complete the following Contract Centre Metrics chart. This metrics chart is intended to enhance and support your narrative, for the purposes of context rather than submission evaluation. If some or all metrics are confidential to your organization, you are not obligated to disclose nor is it necessary for the purposes of scoring the awards.

Contact Centre Metrics:

Enter metrics for your largest queue or overall Centre performance, whichever best represents and supports your business strategies. Please just keep consistent across all metrics where possible.

Note: If annual numbers are only available then just submit the annual number. If metrics are not tracked by calendar year or calendar quarter, please provide the time categories relevant to your operation and change the headings at the top to reflect the time period covered.

2016 Metrics	Jan – Mar 2016	Apr – Jun 2016	Jul – Sept 2016	Oct – Dec 2016	Annualized
# of Calls Handled					
Service Level (% in x seconds)					
ASA (Average Speed of answer)					
Abandoned calls (%)					
Likelihood to recommend (top box score)					
Repeat Call Rate (%)					
Employee Engagement (%)					
Optional Other (please define)					
Optional Other (please define)					
Optional Other (please define)					
Optional Other (please define)					

2015 Metrics	Jan – Mar 2015	Apr – Jun 2015	Jul – Sept 2015	Oct – Dec 2015	Annualized
# of Calls Handled					
Service Level (% in x seconds)					
ASA (Average Speed of answer)					
Abandoned calls (%)					
Likelihood to recommend (top box score)					
Repeat Call Rate (%)					
Employee Engagement					
Optional Other (please define)					
Optional Other (please define)					
Optional Other (please define)					
Optional Other (please define)					

Metrics Definitions:

Calls Handled: Total number of agent calls handled

ASA: Average number of seconds to answer a call

Service Level: % of Calls answered in X Seconds

Likelihood to recommend: % top box score – or in whatever way your company measures it

Repeat Call Rate: Percentage of same calls as a total of total handled calls

Employee Engagement: Whatever way it is tracked in your organization

Optional Other: Other metrics that may help give context to your submission - please enter and provide an explanation.

AWARD NARRATIVE SECTION:

BELOW ARE QUESTIONS SPECIFIC TO THE THREE AWARD CATEGORIES. PLEASE FILL OUT THE SECTIONS RELEVANT TO THE AWARD CATEGORY YOU WISH TO APPLY FOR.

Category One: Giving Back

Definition: The Giving Back category is just that. It recognizes contact centres that put their time, energy and heart into giving back to their communities. It can be as small as a bake sale in the cafeteria to organizing a centre-wide CN Tower climb. All contact centres that submit an entry will be recognized at the GTACC Annual Conference and listed on the website. A certificate of recognition will be presented at the conference.

Narrative Section:

1. How do you measure employee engagement?
2. Describe one to three examples of “giving back” through a formal program or informal efforts that took place in your contact centre in the past year that required an investment of time, energy or heart to make it happen. Activities can either be group activities or individual activities. Describe how the initiative came about, the outcome and beneficiaries. Include in your description whether staff are given time as part of their work day to participate in “giving back” activities, or whether your organization facilitates opportunities to “give back” outside of working hours.
3. Did you include customers as part of any of the “giving back” initiatives described in # 3?
4. Provide information on the percent of your contact centre workforce that participated last year in “giving back” efforts.
5. Which, if any, of the metrics in the above chart were impacted by your “giving back” initiatives?

Category two: Service Consistency

Definition: Service is defined differently by industry and no one does it perfectly. With the proliferation of omni channel customer care and the ever-increasing demand for faster, more accurate service delivery, providing a consistently high-level customer experience is becoming more and more difficult. Since consistent service that customers can expect and rely on is one of the foundations of building customer trust and loyalty, it's no wonder that contact centres continually strive to improve in this area. This award category is your opportunity to showcase an achievement you made in the last year that improved your contact centre's level of service consistency, ultimately adding greater value for your customers.

Narrative Section:

1. What is your service level target?
2. How do you measure employee engagement?
3. What is the eco-system you have to drive consistency that works together to deliver on your service commitments? The eco-system could include: role of training; how you manage employee engagement; alignment to your brand or strategy; planning process; etc. Include what your service commitments are and how your culture is aligned to those commitments.
4. How does this eco-system manage fluctuations of the business? For example, new product introduction, changes, unexpected crisis, mergers / acquisitions. Provide an example of how the eco-system performed and best practices.
5. Describe a new initiative implemented in 2015 that improved your consistency. When was it implemented and which metrics in the chart above best demonstrate your achievement?

Category three: Customer Centricity

Definition: The customer is number one. We all know how important this is. But how do we ensure this is a core belief and cultural cornerstone in the contact centre?

Becoming a customer-centric organization can help propel an organization to even greater success, but achieving a customer-centric culture can take significant planning, process redesign, and buy-in to achieve and sustain. This category allows you to share a recent achievement or new best practice that was implemented in your organization in the last year that moved you ahead on your journey to building a more customer-centric culture, sustaining it, and creating agility to evolve with changing customer expectations and market conditions.

Narrative Section:

1. What is your service level target?
2. How do you measure employee engagement?
3. What mechanisms or strategies do you have in place when someone has a bad experience, to ensure you know and have a way to address it? Give two examples of these strategies where you were able to turn a customer who had a bad experience into a brand ambassador.
4. How or what steps have you taken to build a customer-centric culture? Please provide supporting material such as policies, etc. and examples of how you maintain and reinforce customer centricity at each level in the organization.
5. Describe a new initiative implemented in 2015 that improved your customer centricity. When was it implemented and which metrics in the chart above best demonstrate your achievement?